



# City of Eden Prairie Economic Development Division Business Survey III

## Final Report

Prepared by  
MarketLine Research  
1313 5<sup>th</sup> Street SE  
Minneapolis, MN

April 17, 2008

## **DISCLAIMER**

The contents of this report reflect the views of the authors who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of the City of Eden Prairie or its Economic Development Division.

## **ACKNOWLEDGEMENTS**

This work was performed under the supervision of the Economic Development Division of the City of Eden Prairie:

David Lindahl, Manager Economic Development Division

# EXECUTIVE SUMMARY

## BACKGROUND

This Business Survey, sponsored by the City of Eden Prairie's Economic Development Division (EDD), is the third comprehensive survey of businesses operating within the boundaries of Eden Prairie. A benchmark survey was commissioned by the City of Eden Prairie in 2002. The second Business Survey was completed in 2005. In the current 2008 Business Survey, a new comprehensive section focusing on the City's technology infrastructure has been added.

## OBJECTIVES

The objectives of this study were to:

- Gauge the current business climate in Eden Prairie and contrast findings with previously gathered data in the City's prior two surveys conducted in 2002 and 2005,
- Better understand the telecommunications issues and state of services in Eden Prairie; and
- Identify ways in which the City can better serve the needs of its business community.

## RESEARCH APPROACH

Research consisted of a telephone survey. The survey used a randomly drawn sample of businesses located and operating throughout Eden Prairie. The random sample of businesses within the city limits of Eden Prairie was drawn from the City's database.

Interviews were conducted at MarketLine Research using a computer-aided telephone interviewing (CATI) system. Participants were called during the period February 29<sup>th</sup> through March 31<sup>st</sup>.

## SUMMARY FINDINGS

### Small Business Dominance

Businesses operating in Eden Prairie continue to be dominated by small business. Two-thirds of the businesses (70%) employ fewer than 11 employees. More than one quarter of all businesses surveyed (26%) operate out of a home.

### Business Dependence on Technology

A growing 'high tech' quality is reflected in the nearly three-quarters of all businesses (73%) that provide total workforce access to the Internet at their businesses and the fact that four in ten businesses allow employees to telecommute. At a third of the business which allows telecommuting more than half of the employees currently telecommute.

### **Business Movement within Eden Prairie**

Eden Prairie's business base continues to be committed to a presence in the City. More than half of all businesses surveyed (52%) have operated in Eden Prairie for over ten years. When asked about plans for the next five years, nearly one in two businesses plan to either relocate (15%) or expand (32%) within Eden Prairie. About one in ten businesses has plans to relocate outside of Eden Prairie

### **Most Serious Issues for Businesses are Economic**

Significantly more respondents mentioned economic issues as the most serious they are facing – 53% in 2008 survey versus 41% in 2005 survey. Taxes remain the most frequently mentioned (14%) specific economic issue. General state and national economic conditions, which are outside Eden Prairie influence, have been mentioned for the first time. Fewer respondents are now mentioning issues of accessibility. Specific mentions of traffic congestion are half what they were in 2005.

Business performs remains solid. Respondents saying their business experienced increases over the past three year period outnumber those reporting decreases by nearly three to one. One half of the businesses surveyed reported increases. This compares to 57% in 2005.

### **Importance of Selection Factors for Operating a Business in Eden Prairie has Shifted**

The top three selection factors remain the same – highway access, low crime rate and a great place to live and work. However, three factors have become significantly more important than they were in 2005 as to why a business chooses to operate in Eden Prairie.

Importance of high-speed internet access, property taxes, good housing choices and parks and walking paths have all taken on more importance. All three are seen as somewhat or very important by 10 to 11 percent more respondents than in 2005.

### **Less of a Need Perceived for Focus on Building Roads and Highways**

Retaining existing businesses, building roads and highways and recruiting new businesses are again top tier areas where business feels the EDD should focus. For the first time, there is a significant decline in the level of focus seen as needed for building roads and highways. On average, perceived need is lower now than what it was in 2005 and 2002.

### **Existing Telecommunications Infrastructure Rated 'Adequate' by Most All Businesses**

Respondents at four in five businesses rate the existing telecommunications infrastructure as adequate. It is viewed as working or providing what is required. Services by Eden Prairie telecommunications providers are viewed as somewhat to very satisfactory by well over three-quarters of respondents who currently receive service from various providers.

Despite these facts, 8% of the respondents surveyed expressed a need for wireless throughout Eden Prairie. Respondents at six in ten businesses think the City should be involved in providing a municipal wireless service. An equal number feel the City should also be involved in providing infrastructure such as conduit to hold fiber.

### **Proactive City Involvement in Telecommunications Services Favored**

Nearly three-quarters of respondents think a competitive environment exists in Eden Prairie for wired and wireless telecommunications services. Despite this fact, respondents at four in five businesses feel the City should be engaged in promoting competition among telecommunications providers.

An equal number of respondents think the City should be proactively engaged in investigating cooperative initiatives with neighboring communities and appropriate public and private sector entities.

The driving factors behind support for the City to be engage in efforts to promote competition are assumed lower prices and improved selection and quality of services that many respondents see as a result.

### **Sizeable Number of Businesses Willing to Work with the City to Improve Telecommunications**

Respondents at four in ten businesses say they would be interested in working with the City to provide more choices and better competitive pricing for communications products and services. At-home based businesses are even significantly more interested in working with the City.

Three in ten respondents feel the City should be involved in providing all services proposed – municipal wireless, infrastructure such as conduit and fiber to the premises. Respondents at four in ten businesses stated they would be willing to help defray related costs. Businesses in the technology and general professional sectors are the most willing to help defray costs – 68% and 62% of these businesses, respectively.

An equal number of businesses (four in ten) are also willing to pay a reasonable fee to support City efforts at providing more choices and better competitive pricing.

### **Solid Base of Support in Business Community to Aide Digital Inclusion**

A program for business to step up and help provide free public access to computers and the Internet in places such as City community centers and the Education Center was posed to business representatives. A slight majority (54%) stated their business would be willing to support such efforts.

Gauging the number of respondents stating they were willing to be contacted to discuss such efforts it appears there is a solid base of support. Three-quarters of the willing respondents provided contact information.

## **THINGS TO CONSIDER**

Based on a review of the major findings of the 2008 Business Survey, the EDD should consider:

- further monitoring of business concerns about taxes as the economy continues to face stiff headwinds,
- actively investigating partnerships with neighboring communities and public and private sector entities that can help Eden Prairie leverage its telecommunications infrastructure and assets,
- having the EDD lead an effort to proactively encourage and facilitate competition among telecommunications providers in Eden Prairie,
- investigating further the need for, use of and provision of WiFi municipal service,
- contacting companies that stated a willingness to discuss support for digital inclusion efforts to begin a dialogue on how best business can work with the City and educators,
- communicating current survey results to both residents and businesses, especially those results relating to the state of telecommunications in Eden Prairie, and
- including similar survey questions covering technology topics in the next residential survey as a means of comparison of needs and support.

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# INTRODUCTION

## BACKGROUND

This Business Survey is the third comprehensive survey by the City of Eden Prairie of businesses operating within the boundaries of Eden Prairie. A benchmark survey was commissioned by the City in 2002 and then repeated in 2005. For tracking purposes several of the original survey questions continue to be asked. A new technology section with a series of questions covering telecommunications infrastructure and services has been added. Companies were also asked how their business performed over the past three years – increase, stay the same or decrease and what they forecast for 2008.

## STUDY OBJECTIVES

The objectives of this study were to:

- Gauge the current business climate in Eden Prairie and contrast findings with previously gathered data in the City's prior two surveys conducted in 2002 and 2005,
- Better understand the telecommunications issues and state of services in Eden Prairie; and
- Identify ways in which the City can better serve the needs of its business community.

## STUDY METHODOLOGY

### Quantitative—Telephone Interviews

Quantitative research consisted of a telephone survey. The survey used a randomly drawn sample of businesses from throughout Eden Prairie. To qualify for participation in the study the respondent had to be an owner, president or manager of a business operating within the boundaries of the City of Eden Prairie.

400 interviews were conducted at MarketLine Research using a computer-aided telephone interviewing (CATI) system. Participants were called during the period February 29<sup>th</sup> through March 28<sup>th</sup>. The ending sample of 400 businesses has a margin of error of  $\pm 4.9\%$ .

The average length of the survey was just over 16 minutes. Interviews ranged in length from 8 minutes to 37 minutes.

On average, 17 call attempts were required to complete an interview. Complete calling results are summarized in *Appendix D*.

### Source of Calling Sample

A random sample of businesses within the city limits of Eden Prairie was provided by the Department of Economic Development.

### Sample Representation

For a summary sample profile of the businesses that participated in the survey see *Appendix A*.

A complete listing of businesses participating in *Business Survey III* appears in *Appendix B*.

With few exceptions, the profile of the ending sample closely mirrors that of the 2002 and 2005 business surveys as seen in *Table 1* below. The current year sample reflects greater participation from companies with fewer than 10 employees (70% vs. 65%) – also reflected in top revenue differences.

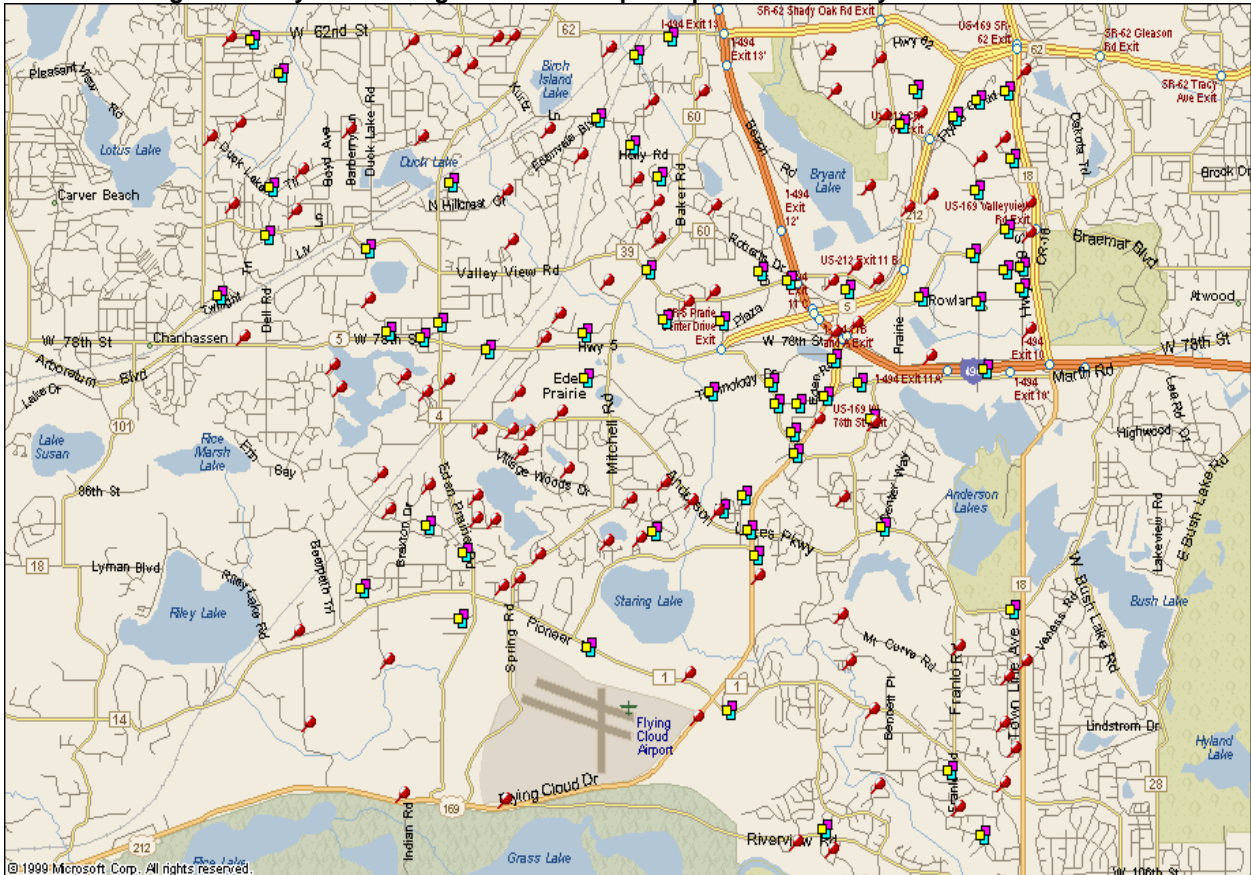
**Table 1: Sample Comparisons**

Demographic Factor	Survey Year		
	2002	2005	2008
Tenure in Eden Prairie			
Less than 1 year	1%	4%	2%
Between 1 and 2 years	8%	12%	4%
Between 3 and 5 years	22%	17%	18%
Between 6 and 10 years	22%	19%	23%
Between 11 and 20 years	34%	33%	33%
21 years or more	12%	14%	20%
Full time employees			
0 to 5	43%	57%	54%
6 to 10	22%	13%	16%
11 to 25	18%	16%	14%
26 to 50	7%	7%	8%
51 or more	9%	4%	6%
DK/Refused	1%	3%	2%
mean	26	17	16
In home business (asked of companies w. 10 or fewer)	23%	24%	26%
Employees with access to Internet at work			
25% or less	22%	225%	17%
26% to 50%	6%	6%	5%
51% to 99%	5%	5%	4%
100%	63%	66%	73%
DK/Refused	4%	2%	2%
Participant gender is male	68%	68%	72%

n = 400

Figure 1 below shows the geographic distribution of City businesses (indicated by red pins for single business at the location and multi-colored squares for multiple businesses at the location) that were randomly selected and participated in the telephone survey. A complete listing of participating businesses appears in Appendix B.

**Figure 1: Citywide Ending Business Sample Representation – by Address Location<sup>1</sup>**



**Notes on Analysis:**

- Due to multiple responses and to rounding of decimals, total columns in tables may not always be equal to 100%.
- When questions allowed for multiple responses, tables make reference.
- Testing for statistical significance was conducted at 95% C.L.  $\pm 5\%$ . That is, 95 times out of 100 you can be confident that reported difference did not happen by pure chance. Even though two numbers may appear noticeably different, if no significant difference is noted please assume there is none.
- Although a difference between two values may be statistically significant, it may not in every case be meaningful.
- All means calculations exclude ‘Don’t know’ responses.

<sup>1</sup> 371 of the 400 businesses that provided address information were accurate for mapping. Above markers may indicate multiple businesses at a location.

## DETAILED FINDINGS

### Profile of Companies Doing Business in Eden Prairie

**Q1. HOW LONG HAS YOUR BUSINESS BEEN LOCATED IN EDEN PRAIRIE?**

More than half of the surveyed companies (52%) have been doing business in the City of Eden Prairie 10 or more years – see *Table 2* below.

**Table 2: Business Tenure in Eden Prairie**

Tenure	2005	2008.
Less than 1 yr	4%	2%
Between 1 and 2 yrs	12%	4%
Between 3 and 5 yrs	17%	18%
Between 6 and 10 yrs	19%	23%
Between 11 and 29 yrs	33%	32%
21 years or more	14%	20%
Don't know / refused	1%	1%

n = 400

**Q17. HOW WOULD YOU BEST DESCRIBE THE NATURE OF YOUR COMPANY?**

The service sector accounts for nearly a third of the companies (30%) whose owners and managers were interviewed. This is consistent with the proportion interviewed in 2005 when 37% of respondents were from service sector companies.

**Table 3: Eden Prairie Business Segmentation**

Nature of Business	Total	Segment - # of Employees		
		<5	6 - 25	26+
Service	30%	21%	39%	46%
Sales / Marketing	16%	17%	16%	15%
General Professional	15%	22%	7%	7%
Construction / craft / repair	10%	14%	7%	6%
Technology	8%	9%	7%	7%
Manufacturing	6%	5%	6%	6%
Real Estate / Property Management	6%	5%	7%	6%
Non-profit / religious organization	4%	4%	3%	4%
Health	3%	2%	7%	2%
Miscellaneous	1%	1%	1%	2%
Refused	1%	1%	0%	0%

n = 400

■ Differs significantly from Prior year (2005) segment

**Q18. HOW MANY FULL TIME AND PART-TIME EMPLOYEES DOES YOUR COMPANY HAVE BASED IN EDEN PRAIRIE?**

Like the U.S. economy in general, Eden Prairie is dominated by small businesses. The average number of workers at a surveyed company was 16. This question was asked as two separate questions in 2005 (one for part-time and one for full-time). Therefore a comparison with 2005 is not relevant.

**Table 4: Size of Business Labor Force**

Number of employees	% of Businesses
0 to 5	54%
6 to 10	16%
11 to 25	14%
26 to 50	8%
51 or more	6%
Don't know / refused	2%

n = 400

**Q19B. IS THIS AN AT HOME BUSINESS?**

More than one quarter (26%) of the surveyed businesses are at-home businesses. This is similar to the 24% identified as at-home businesses in the 2005 business survey.

**Table 5: Proportion of At Home Businesses**

	2005	2006
Yes	24%	26%
No	74%	74%
Refused	2%	0%

n = 400

**Q21. WHAT PERCENTAGE OF YOUR EMPLOYEES HAS ACCESS TO THE INTERNET AT WORK?**

Almost three-quarters of the companies surveyed (73%) provide Internet access to all their employees in the workplace. This compares to 66% of companies providing total workforce coverage in 2005. This increase is nearly statistically significant. Eden Prairie companies are solid users of today's information technology. The average percent of employee access in 2008 (80%) is 5% greater than the 2005 average access level.

**Table 6: Internet Access in the Workplace**

Percent of Employees	Survey Year	
	2005	2008
25% or less	22%	17%
26 % to 50%	6%	5%
51% to 99%	5%	4%
100%	66%	73%
DK/Refused	2%	2%

n = 400

## Business Conditions in Eden Prairie

### Q5A. WHAT DO YOU THINK ARE THE MOST SERIOUS ISSUES FACING YOUR BUSINESS IN EDEN PRAIRIE?

The economics continues to be the leading issue. Significantly more respondents mentioned economic issues in 2008 than did in 2005 (53% versus 41%, respectively). Specific issues within the ‘economic’ category are consistent between surveys with the exception that more than one in ten respondents now mentions state and/or national economic conditions. Taxes are still the most frequently mentioned specific issue. Fewer respondents are mentioning issues relating to accessibility. Half as many respondents mentioned traffic congestion as did in 2005 (4% versus 9%, respectively).

Nearly 1 in 5 respondents saw no serious issues facing them.

**Table 7: Serious Issues Facing Business**

Issues	Survey Year		
	2002	2005	2008
Category: Economic	na	41%	53%
- tax / high property taxes	15%	13%	14%
- general economic conditions	na	na	12%
- competition	5%	9%	6%
- lack of personnel	4%	5%	4%
- high rent	4%	5%	4%
Category: Accessibility	18%	18%	12%
- traffic congestion	na	9%	4%
Category: Miscellaneous	19%	12%	11%
Nothing	16%	27%	19%
Don't know		7%	7%

n = 400

■ Differs significantly from Prior year (2005) segment

na = percentages are not comparable due to differing coding schemes between surveys.

Note: multiple responses possible

### Q20. OVER THE PAST THREE YEARS HAS YOUR BUSINESS INCREASED, STAYED THE SAME, OR DECREASED?

One half of the respondents stated business had increased at their company since the 2005 business survey was conducted. This compares to nearly six out of 10 businesses in 2005. Companies experiencing increases outnumbered those with decreases by nearly three to one.

The more recent a business was established the more likely the business reported increases during the past three years. 61% of businesses that have operated in Eden Prairie less than three years reported increased business over the past three years compared to 45% of the businesses that have been in Eden Prairie ten or more years.

**Table 8: Business Performance Past Three years**

Performance	Survey Year	
	2005	2008
Increased	57%	50%
Stayed the same	27%	33%
Decreased	13%	14%
Don't know / refused	4%	2%

n = 400

■ Differs significantly from other segments

**Q43. FOR 2008, DO YOU SEE YOUR BUSINESS INCREASING, STAYING THE SAME, OR DECREASING?**

Business assessment for the current years remains consistent with reported performance over the past three years with half the businesses surveyed anticipating increased performance in 2008. Nearly 4 in ten business respondents anticipate their level of business will stay the same in 2008.

**Table 9: Anticipated Business Performance in 2008**

Performance	Total
Increasing	50%
Staying the same	38%
Decreasing	8%
Don't know / refused	4%

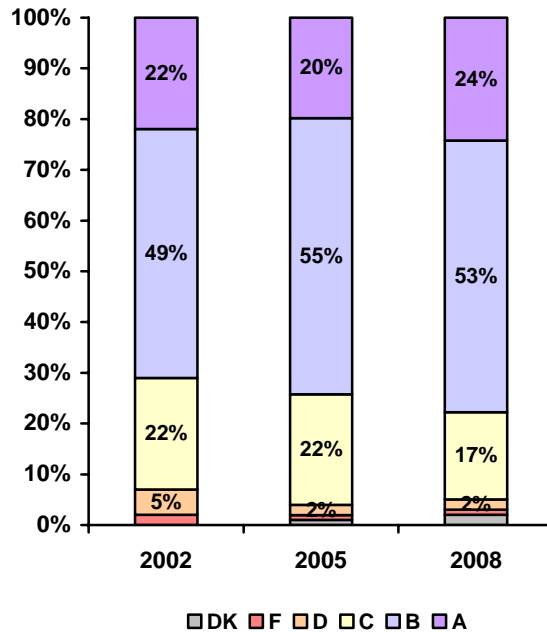
n = 400

**Q4A. OVERALL HOW WOULD YOU "GRADE THE BUSINESS CLIMATE?"**

The average grade for the business climate in 2008 rose slightly. The average rating is a 'B.' 78% of survey respondents now rate the business climate in Eden Prairie a 'B' or an 'A'. The proportion now rating the climate an 'A' has increased by 4%.

As seen in 2005, ratings of business climate in Eden Prairie positively correlate to ratings of general value of City services for tax dollars, satisfaction with the amount of access to the decision-making process and a positive view of availability of workforce housing on the ability to recruit and retain qualified workers.

**Figure 2: Comparison of Business Climate Ratings**



n = 400

## Selection Factors for Doing Business in Eden Prairie

*Q3B. I AM GOING TO READ YOU A LIST OF REASONS WHY BUSINESSES OPERATE IN EDEN PRAIRIE. AFTER I READ EACH REASON, PLEASE TELL ME IF THAT REASON IS VERY IMPORTANT, SOMEWHAT IMPORTANT, OR SOMEWHAT UNIMPORTANT OR NOT AT ALL IMPORTANT TO YOU.*

Ranking of importance for the presented reasons for operating a business in Eden Prairie is nearly identical to the order seen in the 2002 and 2005 survey results.

Top tier reasons continue to be linked to factors impacting quality of life – highway access, low crime rate and great place to live and work. Importance ratings are shown in the *Table 10* for responses represented in the top two boxes (combined responses of somewhat important and very important).

**Table 10: Importance of Reasons (aided) for Operating in Eden Prairie by Survey Year<sup>2</sup>**

Reasons for Operating	Q	2002	2005	2008	2002	2005	2008	Change
Highway access	3be	3.68	3.52	3.41	97%	90%	88%	
Low crime rate	3bf	3.51	3.36	3.46	92%	86%	88%	
Great place live/work	3bi	3.47	3.31	3.43	94%	84%	88%	
High-speed Internet access	3bl	3.02	3.08	3.35	74%	72%	82%	+10%
Property taxes	3ba	3.23	2.76	3.01	79%	59%	70%	+11%
Good housing choices	3bg	2.81	2.62	2.88	69%	56%	66%	+10%
Proximity to customers/suppliers	3bh	2.99	2.90	2.73	75%	68%	60%	
Supportive City services	3bd	2.94	2.48	2.63	74%	53%	55%	
Access to workforce	3bb	2.88	2.60	2.52	73%	58%	54%	
Available building space	3bj	2.74	2.61	2.51	68%	58%	53%	
Parks, walking paths etc.	3bm	2.39	2.23	2.44	53%	40%	51%	+11%
Access to public transportation	3bc	2.20	2.04	2.09	45%	34%	34%	
Presence of similar businesses	3bk	1.95	1.86	1.80	37%	27%	25%	

n = 400

■ Differs significantly from prior year (2005) segment

<sup>2</sup> To guard against positional bias entering the evaluation process, items appearing in the table were rotated for each new survey respondent.

## Where City's Efforts Should be Focused

*Q6B. I AM GOING TO READ YOU A LIST OF ITEMS WHICH THE ECONOMIC DEVELOPMENT DIVISION COULD FOCUS ON. AFTER I READ EACH ITEM, PLEASE TELL ME IF THE ECONOMIC DEVELOPMENT DIVISION SHOULD HAVE A GREAT FOCUS, SOME FOCUS, LITTLE FOCUS OR NO FOCUS WHATSOEVER ON THAT ITEM.*

Eight areas where the Economic Development Division (EDD) could focus have been evaluated in all three years surveyed. As in prior surveys, items were rotated to eliminate any possibility of positional bias. *Table 11* shows a comparison of items for focus ranked by level of interest expressed in each of the three survey years.

The proportion of respondents stating an area should receive 'some focus' to 'great focus' appears as the top 2-box percentage in *Table 11* below. Retaining existing businesses, building roads and highways and recruiting new businesses are again top tier areas of focus.

However, the perceived level of need to focus on building roads and highways as measured in question 6b has changed. In 2008, there has been a significant decline in the average level of focus expressed by respondents seeing a need for the EDD to focus on building roads and highways. Since 2002 there has been a steady drop in focus.

**Table 11: Comparison of Aided Items of Focus by Survey Year**

Area of Focus	Q	Mean			Top-2 box scores			Mean change
		2002	2005	2008	2002	2005	2008	
Retaining existing businesses	6ba	3.63	3.37	3.39	93%	86%	88%	
Building roads and highways	6be	3.47	3.31	3.16	88%	84%	80%	Significant
Recruiting new businesses	6bb	3.25	3.17	3.20	83%	82%	80%	
Small business loans/grants	6bc	3.04	2.93	2.90	76%	68%	66%	
Improving communication with businesses	6bg	3.12	2.84	2.81	84%	66%	64%	
Investing in redevelopment	6bd	2.95	2.84	2.81	74%	69%	65%	
Assisting existing businesses with space needs	6bh	2.81	2.65	2.61	68%	58%	54%	
Building workforce or affordable housing	6bf	2.79	2.57	2.49	66%	50%	48%	

n = 400

□ Differs significantly from prior year (2005) segment

Top of scale proportions (those representing the most intense respondent opinions) are similar to those reported in 2005 as can be seen in *Table 12* below. Intensity of response is similar for all areas of focus except for the decreased proportion feeling a 'great focus' should be placed on building roads and highways. Need for 'great focus' on roads and highways is nearly 20% lower in 2008 than in 2002.

**Table 12: Comparison of Aided Items of 'Great Focus' by Survey Year**

Area of focus	Q	Top box (great focus)		
		2002	2005	2008
Retaining existing businesses	6ba	70%	55%	53%
Building roads and highways	6be	61%	50%	42%
Recruiting new businesses	6bb	48%	39%	44%
Small business loans/grants	6bc	34%	34%	32%
Improving communication with businesses	6bg	34%	26%	22%
Investing in redevelopment	6bd	28%	22%	25%
Assisting existing businesses with space needs	6bh	27%	19%	20%
Building workforce or affordable housing	6bf	27%	21%	20%

n = 400

## Satisfaction with City of Eden Prairie Services

*Q7A. DURING THE PAST YEAR, HOW MANY TIMES HAVE YOU CONTACTED THE CITY OF EDEN PRAIRIE ON AN OFFICIAL BASIS?*

Two-thirds of the respondents (65%) had no official contact with the City in the past year. This is similar to what was seen in 2005. On average, businesses contacted the City in past year about twice for official business reasons. This compares to 1.6 times on average in 2005.

**Table 13: Comparison of Official Contact Levels by Survey Year**

# of Contacts Past Year	Survey Year		
	2002	2005	2008
6 or more	10%	10%	7%
3 to 5	9%	8%	11%
1 to 2	24%	20%	17%
Zero	50%	62%	65%
Don't know	7%		
Average	1.8	1.6	2.0

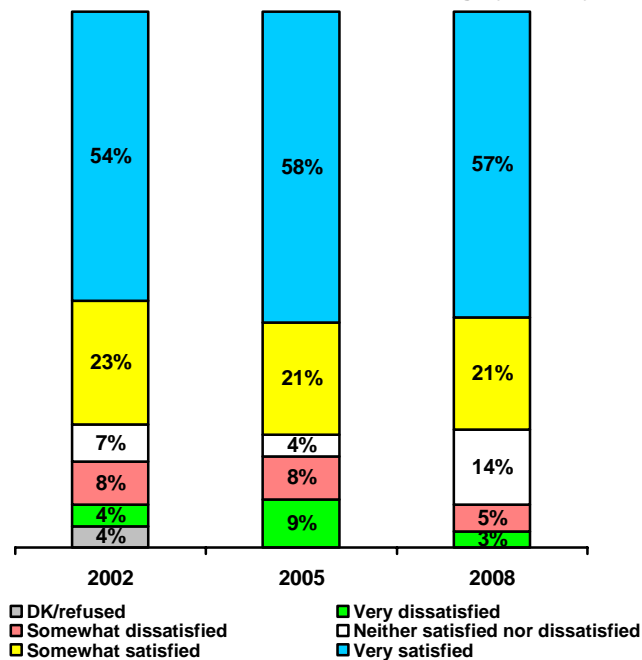
n = 400

*Q7C. IN GENERAL, HOW SATISFIED WERE YOU WITH THE WAY IN WHICH THAT CONTACT WAS HANDLED BY THE CITY? WERE YOU VERY SATISFIED, SOMEWHAT SATISFIED, NEITHER SATISFIED NOR DISSATISFIED, SOMEWHAT DISSATISFIED OR VERY DISSATISFIED?*

Satisfaction with City contacts is much the same as seen in the 2002 and 2005. Nearly 8 in ten respondents expressed a level of satisfaction. Differences are either too small to be statistically significant or of limited size segments (very dissatisfied) to perform significance testing.

The very dissatisfied respondents are equally divided between smaller (fewer than 10 FTE) and larger (more than 10 FTE) companies.

**Figure 4: Satisfaction with Contact Handling by Survey Year**



n = 171 (2002), n = 150 (2005), n = 139 (2008)

*Q7D. WHY DO YOU SAY YOU WERE SATISFIED (VERY OR SOMEWHAT)?*

Of the 140 contacts reported, 78% (109 contacts) were said to have been handled in a positive manner where the respondent was either somewhat satisfied or very satisfied with the outcome.

The manner in which the customer service was delivered was the key factor in determining a positive outcome. Quick problem solving was cited by more than one-third of the respondents contacting the City.

The proportions of contacts viewed as friendly, helpful and professional mirrors what was seen in 2002 and 2005 survey years – more than one-third of the respondents reported the contact was friendly and/or helpful and/or professional.

**Table 14: Reasons for Satisfaction with the Way the Contact was Handled**

Reasons for Somewhat Satisfied or Very Satisfied Outcome	% of respondents
Quick response to inquiry	34%
Answered callers questions	23%
Staff person was friendly/courteous/polite	15%
Staff person was helpful	14%
There was good follow through	8%
Process went smoothly	7%
Staff person was professional	7%

n = 109

Note: multiple responses possible

*Q7D. WHY DO YOU SAY YOU WERE DISSATISFIED (VERY OR SOMEWHAT)?*

Only 11 respondents expressed dissatisfaction with their contact with the City. The main reason for this dissatisfaction was a feeling that the problems were not resolved quickly enough (4 mentions) and/or the problems was not resolved (2 mentions) or there was poor follow-up (2 mentions).

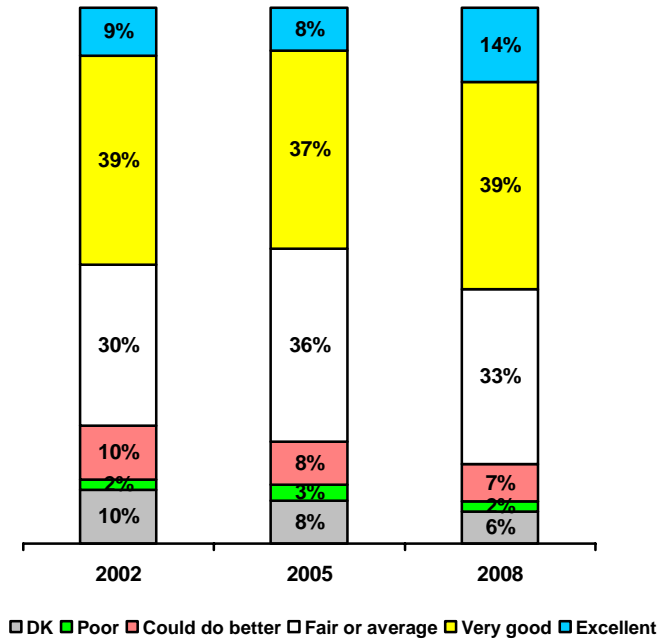
Level of dissatisfaction is 8% in 2008. This compares with 12% in 2002 and 17% in 2005. The actual number of respondents who expressed dissatisfaction in 2008 compared to 2005 is less than half (11 individuals versus 26 individuals, respectively).

Six respondents stated they were neither satisfied nor dissatisfied with the outcome of the contact. This compares with twelve respondents in 2002 and six in 2005 who expressed neutral views.

*Q11. WHEN YOU CONSIDER THE PROPERTY TAXES YOU PAY AND THE QUALITY OF CITY SERVICES YOU RECEIVE, WOULD YOU RATE THE GENERAL VALUE OF CITY SERVICES AS EXCELLENT, VERY GOOD, FAIR OR AVERAGE, COULD DO BETTER OR POOR?*

Satisfaction levels are trending upward. More than half of all respondents (53%) view the value as ‘very good’ to ‘excellent’. Nearly twice as many respondents now rate the general value of City services as ‘Excellent’ compared to 2005. Ratings did not vary among demographic segments.

**Figure 5: Satisfaction with Service Value for Tax Dollar**



n = 400

*Q12. WHEN LOCAL GOVERNMENT MAKES DECISIONS OR PASSES REGULATIONS THAT IMPACT YOUR BUSINESS, HOW SATISFIED ARE YOU WITH THE AMOUNT OF ACCESS YOU HAVE TO THE DECISION-MAKING PROCESSES?*

The level of satisfaction with access to decision-making as it impacts business is comparable to 2005. More than 4 in ten respondents (43%) say they are somewhat or very satisfied with the amount of access.

**Table 15: Satisfaction with Access to the Decision-making Process**

Rating	n	2002	n	2005	n	2008	Significant Change
Very satisfied or Somewhat satisfied	149	37%	159	40%	172	43%	none
Somewhat dissatisfied or Very dissatisfied	63	16%	53	13%	52	13%	none

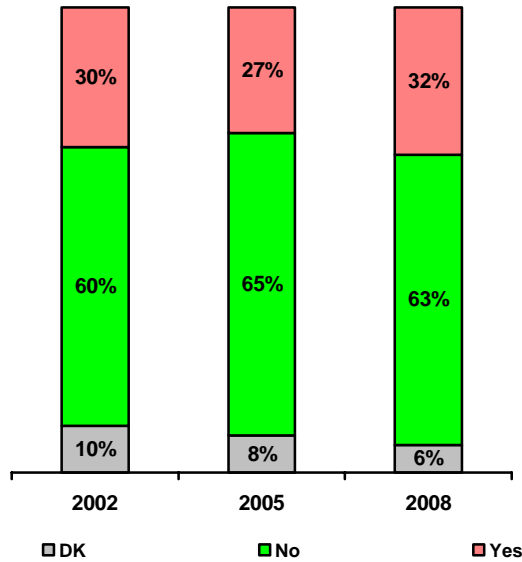
n = 400

## Future Business Plans

*Q9. WITHIN THE NEXT FIVE YEARS, DOES YOUR BUSINESS HAVE PLANS TO EXPAND, RENOVATE OR RELOCATE IN EDEN PRAIRIE?*

A total of 127 respondents (32%) stated their companies have plans to expand in the next five years. This is slightly more than was reported in 2005. Mid-sized businesses were the most likely to have plans.

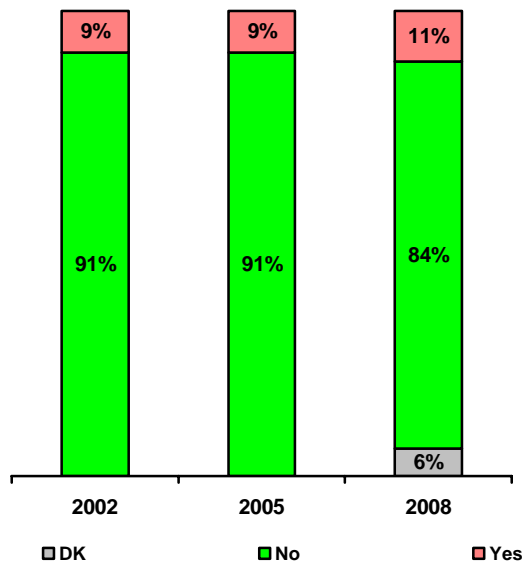
**Figure 6: Future Plans to Expand in Eden Prairie**



n = 400

A total of 43 respondents (11%) stated their companies have plans to relocate outside Eden Prairie within the next five years. This represents 5 to 7 businesses more than were planning in the 2002 and 2005. Also at this time 23 respondents stated they didn't know if there were plans to relocate.

**Figure 7: Future Plans to Relocate Outside Eden Prairie**



n = 400

**Q8D. WHY IS YOUR COMPANY RELOCATING OUTSIDE OF EDEN PRAIRIE?**

In general, economic factors were again the key driver behind businesses planning to relocate outside Eden Prairie. Economics accounted for 58% of the stated reasons. This compares to 57% in 2005.

Specific economic factors related to a better location either geographic or proximity to work or home were the most frequently cited reasons for relocating to another state or area. High taxes were mentioned by respondents from six businesses.

**Table 16: Reasons for Relocating Outside Eden Prairie**

Reasons Given	% of respondents
Category: Economic	<b>58%</b>
Relocation to other area or state	19%
High taxes	14%
Closer to where live and work	12%
Category: Property Availability	<b>30%</b>
Availability of office space	9%
Better size of location	7%
Lack of developable land	7%
Transportation issues	5%

n = 43

Note: multiple responses possible  
Caution: Sample size is small

**Q8C. WHAT, IF ANYTHING COULD THE CITY DO TO KEEP YOU IN EDEN PRAIRIE?**

For more than a third of the companies that may relocate in the future, there is little the City can do to stop these businesses from leaving. Actions that would have the most chance at countering decisions to relocate are of an economic nature for nearly 3 in ten businesses. Specifically, reduction of property taxes would make a difference to one in five companies that have plans to relocate. This is comparable to the number stating taxes as the reason for relocating. See *Table 16* above.

**Table 17: Actions City Could Take to Keep Company from Relocating to another Community**

Actions	% of respondents
Category: Economic	<b>28%</b>
- Reduce property taxes	19%
- Other economic comments	9%
Category: Property Availability	<b>12%</b>
- Other property issues	7%
Reasons unrelated to the City	7%
Nothing	37%
Don't know	2%

n = 43

Note: multiple responses possible  
Caution: Sample size is small

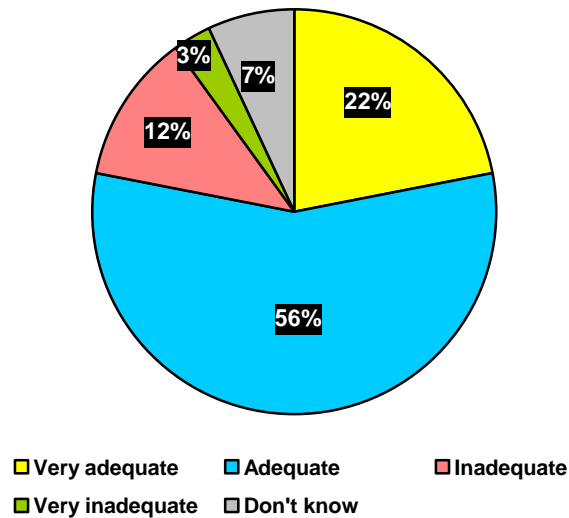
## Technology – Assessment of Telecommunications Infrastructure in Eden Prairie

**Q30. HOW WOULD YOU RATE THE CURRENT STATE OF THE TELECOMMUNICATIONS INFRASTRUCTURE FOR PRODUCTS AND SERVICES AVAILABLE TO COMPANIES WITHIN THE CITY OF EDEN PRAIRIE? WOULD YOU SAY IT IS...?**

Nearly four in five respondents (78%) rate the current state of the telecommunications infrastructure as adequate. One in five (21%) feels it is ‘Very adequate.’

Ratings are consistent for different sized businesses and irregardless of how long the business has been located in the City of Eden Prairie.

**Figure 8: Telecommunications Infrastructure Rating**



**Q30B. WHY DO YOU SAY THE INVESTMENT IS ADEQUATE?**

The investment in infrastructure is viewed as adequate for most because it either works and/or has available what is needed. Even though the investment is seen as adequate, 8% are still seeking wireless.

**Table 18: Why investment in telecommunications infrastructure is seen as adequate**

Reasons Given	% of respondents
Category: Functionality	<b>44%</b>
- No problem / works fine	24%
- Meets needs / does job	20%
Category: Infrastructure adequate	<b>40%</b>
- Needed functions available	21%
Need for wireless / WiFi	8%
Don't know	10%

n = 312

Note: multiple responses possible

**Q30C. WHY DO YOU SAY THE INVESTMENT IS INADEQUATE?**

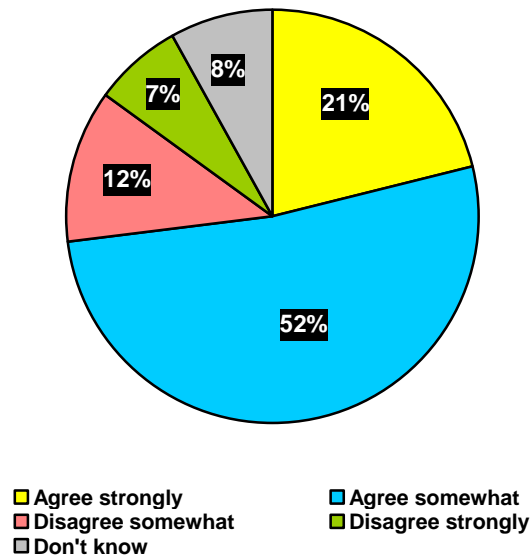
The major inadequacies in the infrastructure investment are seen as lack of wireless (27%) and various infrastructure needs not being available (24%). Four in ten businesses feel the investment is inadequate due to service shortcomings – limited choices (22%) and inability to get internet service (15%).

*Q31B. I THINK THERE IS A COMPETITIVE ENVIRONMENT FOR AFFORDABLE AND RELIABLE WIRED AND WIRELESS TELECOMMUNICATION SERVICES IN THE CITY OF EDEN PRAIRIE? WOULD YOU SAY YOU AGREE STRONGLY, AGREE SOMEWHAT, DISAGREE SOMEWHAT OR DISAGREE STRONGLY?*

Nearly three-quarters of all respondents (73%) think a competitive environment for wired and wireless telecommunication services exists in Eden Prairie. One in five respondents disagrees with this assessment.

In-home business respondents are significantly less likely to think the environment is competitive compared to non in-home businesses (59% versus 77%, respectively). Views of the current state of the infrastructure influence opinions. As would be expected, respondents who view the telecommunications infrastructure as being inadequate are significantly less likely to think the environment is competitive compared to respondents who view the infrastructure as adequate (46% versus 80%, respectively).

**Figure 9: Assessment of Competitive Environment**



n = 400

*Q31BB. WHY DO YOU SAY YOU DISAGREE?*

For the twenty percent of respondents who feel a competitive environment does not exist, the majority of these individuals see the marketplace as monopolistic and providing limited or no service choices.

**Table 19: Reasons Disagree Competitive Environment for Telecommunication Services Exists**

Reasons Given	% of respondents
No competition / one provider	37%
Limited choices / no options	24%
Can't get service	13%
Need more competition	10%
No wireless service	9%
High cost of service	5%
Nothing	1%
Don't know	5%

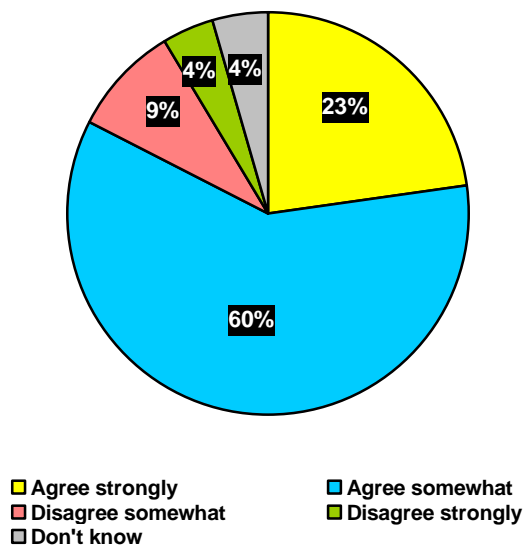
n = 78

Note: multiple responses possible

## Technology – Support for City of Eden Prairie Involvement in Telecommunications Services

*Q31A. I THINK THE CITY OF EDEN PRAIRIE SHOULD INVESTIGATE COOPERATIVE INITIATIVES WITH NEIGHBORING COMMUNITIES AND APPROPRIATE PRIVATE AND PUBLIC ENTITIES TO PROVIDE NEW OR IMPROVED COMMUNICATIONS TECHNOLOGY. WOULD YOU SAY YOU AGREE STRONGLY, AGREE SOMEWHAT, DISAGREE SOMEWHAT OR DISAGREE STRONGLY?*

An overwhelming majority of respondents (83%) think the City should investigate cooperative initiatives with neighboring communities and appropriate private and public entities. 13% of respondents disagree. Views of the current state of the infrastructure influence opinions. Respondents who view the telecommunications infrastructure as being inadequate are even more likely to think the City should investigate cooperative initiatives than are respondents viewing infrastructure as adequate (93% versus 82%, respectively). **Figure 10: Agreement City Should Investigate Cooperative Initiatives**



n =400

*Q31AA. WHY DO YOU SAY YOU DISAGREE?*

For those respondents who disagree the main issue is that the initiative is seen as more a function of the private sector as opposed to the public sector. More than a third of respondents feel the City would not be the best agent for investigating cooperative initiatives.

**Table 20: Reasons City Should Not Investigate Cooperative Initiatives**

Reasons Given	% of respondents
Not seen as a city function or role	15%
Private sector seen as better at providing	12%
City should stay out / not get involved	9%
Seen as waste of money	5%
Infrastructure seen as adequate	4%
Requires tax money / adds taxes	4%
Other reasons	5%
Don't know	4%

n = 50

Note: Multiple responses possible

**Q32. DO YOU FEEL THE ROLE OF THE CITY SHOULD INCLUDE PROMOTING COMPETITION AMONG PROVIDERS OF TECHNOLOGY SERVICES SUCH AS TELEPHONE, FIBER ACCESS, WIFI SERVICE, AND BROADBAND?**

An overwhelming majority of respondents (80%) feel the City should be engaged in promoting competition among telecommunications providers. This feeling is consistent across all size and types of businesses. Support for the City to be engaged is even stronger (90%) among respondents who rate the existing infrastructure as inadequate.

**Table 21: Should Eden Prairie Promote Competition among Providers**

	Total	Segment		
		< 3 years	3 to 10 yrs.	10+ years
Yes	80%	74%	79%	81%
No	20%	26%	21%	19%

n = 400

**Q32B. WHY DO YOU SAY THAT?**

Lower prices are the primary reason respondents feel the City should be engaged in promotion. Closely associated with price is the feeling the improvements in selection and quality will result. More than a quarter of the respondents see this effort resulting in a better or healthier marketplace.

**Table 22: Reasons City Should Promote Competition**

Reasons Given	% of respondents
Results in lower prices	39%
Better to have / healthy to marketplace	26%
Results in better products / services	14%
Results in more choices / services	11%
Need exists for competition	8%
Monopolies bad / limiting	7%
City should promote competition	7%
Limited choices no choices exist	5%
Don't know	2%

n = 318

Note: Multiple responses possible

Reasons given for the City not to be engaged in promotion of competition centered on either the lack of a perceived need or a perception that it is the role of the private sector and that it can do it best.

**Table 23: Reasons City Should Not Promote Competition**

Reasons Given	% of respondents
No need for city to promote	23%
City should stay out	22%
Not city's problem / role	22%
Leave to business / their role	22%
Market provides enough competition	20%
Better done by the market	10%
Other	12%

n = 82

Note: Multiple responses possible

*Q33. CITIES AROUND THE COUNTRY ARE MAKING MAJOR INVESTMENTS IN COMMUNICATIONS TECHNOLOGY TO PROVIDE DIRECT SERVICE OR TO CREATE SOME LEVEL OF COMPETITION TO BRING PRICES DOWN OR PROVIDE BETTER SERVICE. TO DATE, THE CITY OF EDEN PRAIRIE HAS NOT INVESTED IN MUNICIPAL WIRELESS SERVICE, CONDUIT TO HOLD FIBER OR INSTALLED FIBER TO A PREMISES? DO YOU THINK THE CITY SHOULD BE INVOLVED IN PROVIDING... ?*

A majority of surveyed respondents think the City should be involved in providing municipal wireless and infrastructure such as conduit to hold fiber. Four in ten (39%) think the City should be involved in owning and installing fiber to business premises.

Three in ten respondents (30%) feel the City should provide all three services: wireless, infrastructure such as conduit and fiber to the premises.

**Table 24: Should Eden Prairie Provide**

	Yes	No	Don't know
Municipal wireless service	59%	36%	5%
Infrastructure such as conduit to hold fiber	58%	33%	9%
City owned and installed fiber to premises	39%	53%	8%

n = 400

*Q33E. WOULD YOUR BUSINESS BE WILLING TO DEFRAY THE COST?*

The number of businesses willing to help defray the cost is fewer than the number that stated the City should provide the services listed in *Table 24*. Still, 4 in ten respondents (41%) stated they would be willing to help defray the City's cost in providing municipal wireless service, infrastructure such as conduit or owned and installed fiber to the premises.

**Table 25: Business Would Be Willing to Defray Cost**

	All Segments	Segment		
		< 3 years	3 to 10 yrs.	10+ years
Yes	41%	53%	49%	32%
No	48%	42%	41%	56%
Refused	11%	5%	10%	12%

n = 294

■ Differs significantly from other segments

Level of support to help defray cost varies among those companies agreeing that the City should be involved. Companies most likely to support defraying cost include companies that:

- have operated in Eden Prairie 3 to 10 years (49%),
- view existing infrastructure as inadequate (56%) ,
- have 6 to 25 employees (48%), and
- are in technology (68%) and general professional (62%) sectors.

## Technology – Business Investment and Cooperation in Telecommunication Services

**Q35. WHICH OF THE FOLLOWING INTERNET AND TELECOMMUNICATIONS SUPPLIERS PROVIDE SERVICES TO YOUR BUSINESS?**

As can be seen in *Table 26*, two telecommunication companies, Qwest and Comcast, have a dominant presence in the Eden Prairie marketplace.

**Table 26: Use of Internet and Telecommunications Supplier**

Provider	% of businesses
Qwest	57%
Comcast	40%
AT & T	16%
Integra telecom	10%
TDS Metrocom	5%
Time Warner Telecom	5%
XO	4%
Pop telecom	3%
Verizon	2%
McLeod	1%
Other	14%

n = 400

Note: Multiple responses possible

**Q36. HOW SATISFIED ARE YOU WITH THE SERVICES YOU RECEIVE FROM EACH PROVIDER MENTIONED?**

A solid majority of businesses are satisfied with services received from their providers. Comcast has the highest proportion of customers with dissatisfaction – 14%. This provider had the lowest average satisfaction rating of all providers.

**Table 27: Satisfaction with Internet and Telecommunications Supplier**

Provider <sup>1</sup>	n	Somewhat to Very Satisfied	Somewhat to Very dissatisfied
AT & T	66	82%	8%
Comcast	160	77%	14%
Qwest	225	79%	8%
TDS Metrocom	20	90%	5%
Time Warner Telecom	21	90%	0%
XO	18	78%	6%
Others	118	83%	6%

n = 400

<sup>1</sup>Note: Multiple providers to a business are possible

**Q36B. WHY DO YOU SAY YOU ARE SOMEWHAT OR VERY DISSATISFIED?**

The primary reasons for dissatisfaction with the two largest service providers have to do with pricing issues and service reliability. It should be noted that the level of dissatisfaction is limited – representing 14% of Comcast’s customer base and 7% of Qwest’s customer base in the City of Eden Prairie.

**Table 28: Reasons for Dissatisfaction with Specific Suppliers**

Reasons Given	# of provider customers	
	Comcast	Qwest
Overpriced / high prices	13	2
Service disruption / connection problems	5	6
Seen as monopolistic / bullying / too big	4	1
Seen as having a lack of options	3	0
Slow speed and fluctuation of service	2	2
Over promising / not delivering	2	1
Poor service / communication	2	3

n = 22      n = 17  
Caution: Small sample sizes

**Q37. WOULD YOUR BUSINESS BE INTERESTED IN WORKING WITH THE CITY TO PROVIDE MORE CHOICES AND BETTER COMPETITIVE PRICES FOR COMMUNICATIONS PRODUCTS AND SERVICES?**

Four in ten businesses would be interested in working with the City to provide more choices and better competitive pricing for communications products and services.

At-home based businesses would be significantly more likely to have an interest in working with the City to promote competition as would those businesses that rate the City’s existing telecommunication infrastructure as inadequate.

**Table 29: Business Interest in Working with City to Stimulate Competition**

Interest	Total segments	Segments			
		At- home businesses	Non-home based businesses	Rate telecom infrastructure adequate	Rate telecom infrastructure inadequate
Yes	40%	49%	37%	39%	56%
No	54%	50%	56%	56%	41%
Don't know	6%	1%	7%	5%	3%

n = 400

■ Differs significantly from opposite segment

*Q38. WOULD YOUR BUSINESS BE WILLING TO PAY A REASONABLE FEE TO SUPPORT CITY EFFORTS TO PROVIDE MORE CHOICES AND BETTER COMMUNICATIONS PRODUCTS AND SERVICES? THIS FEE COULD BE BASED ON WHAT YOU CURRENTLY PAY FOR WIRED OR WIRELESS CONNECTIVITY AND TELECOMMUNICATIONS SERVICES?*

An equal proportion of businesses (4 in ten) would be willing to financially support City efforts to provide more choices and better communications products and services. Not surprisingly, businesses that view the existing infrastructure as inadequate are significantly more likely than businesses that view the infrastructure as adequate to be willing to financially support these efforts (66% versus 41%, respectively).

**Table 30: Business Willingness to Pay Fee to Support City Efforts**

Willing	Total segments	Segments			
		At-home businesses	Non-home based businesses	Rate telecom infrastructure adequate	Rate telecom infrastructure inadequate
Yes	43%	47%	41%	41%	66%
No	51%	50%	51%	54%	29%
Don't know	6%	3%	8%	6%	5%

n = 400

■ Differs significantly from opposite segment

*Q42. IF THERE WERE A PROGRAM FOR BUSINESSES TO STEP UP AND HELP PROVIDE ADDITIONAL FREE PUBLIC ACCESS TO COMPUTERS AND THE INTERNET IN PLACES SUCH AS CITY COMMUNITY CENTERS AND THE EDUCATION CENTER, WOULD YOUR BUSINESS BE WILLING TO SUPPORT EFFORTS THROUGH CONTRIBUTIONS OF USED EQUIPMENT, STAFF RESOURCES OR MONEY?*

As a final question to the technology section of the survey, business representatives were asked about business willingness to support possible digital inclusion efforts in Eden Prairie. A slight majority (54%) stated they were willing to support digital inclusion efforts.

**Table 31: Business Willingness to Support Digital Inclusion Effort**

Willingness	Total segments	Segment		
		< 5 employees	6 to 25 employees	26 or more employees
Yes	54%	56%	54%	50%
No	46%	44%	46%	50%

n = 400

To further gauge interest and provide a means of followed up for this proposed effort; respondents who expressed a willingness to support efforts were asked if the City could contact them to discuss possible support. Three-quarters agreed to being contacted for a follow-up discussion.

**Table 32: Business Willingness to Support Digital Inclusion Effort**

Can Contact	Total segments	Segment		
		< 5 employees	6 to 25 employees	26 or more employees
Yes	74%	71%	72%	77%
No	26%	29%	28%	23%

n = 217

## Technology – Telecommuting at Eden Prairie Businesses

### Q39. DOES YOUR BUSINESS ALLOW ANY EMPLOYEES TO TELECOMMUTE?

Four in ten businesses (42%) allow their employees to telecommute. This was found to vary little in relation to the size of a company’s workforce.

As might be expected, the technology sector which lends itself to telecommuting because of its business nature has the highest reported proportion of employees who are allowed to telecommute. Other strong telecommuting sectors with a majority of employees being able to telecommute include general professional and manufacturing sectors.

**Table 33: Telecommuting by Eden Prairie Business Segments**

Business Segment <sup>1</sup>	n	% of Businesses	n	Allow Telecommuting
Service	118	30%	26	22%
Sales/Marketing	66	16%	30	45%
Technology	33	8%	24	73%
General Professional	61	15%	40	66%
Construction	42	10%	9	21%
Real Estate/Property Management	22	6%	12	55%
Manufacturing	23	6%	14	61%
Non-profit / religious	14	4%	7	50%
Health	13	3%	4	31%
Miscellaneous other	4	1%	2	50%

n = 400 <sup>1</sup>One business could not be classified

### Q39B. ARE EMPLOYEES NOT ALLOWED TO TELECOMMUTE FOR POLICY REASONS, TECHNOLOGY REASONS OR OTHER REASONS?


Two of the leading barriers to telecommuting are not changeable by means of policy or addition of technology. They are of a structural nature – employee levels and type of business which preclude participation.

**Table 34: Reasons Telecommuting Not Allowed**

Reason(s) not allowed <sup>1</sup>	Total segments	Segment		
		< 5 employees	6 to 25 employees	26 or more employees
Policy	24%	12%	37%	53%
Technology	16%	14%	14%	27%
Too few employees	28%	na	na	na
Nature of business precludes	27%	na	na	na
No need / reason	6%	na	na	na
Other	13%	82%	64%	50%

n = 232

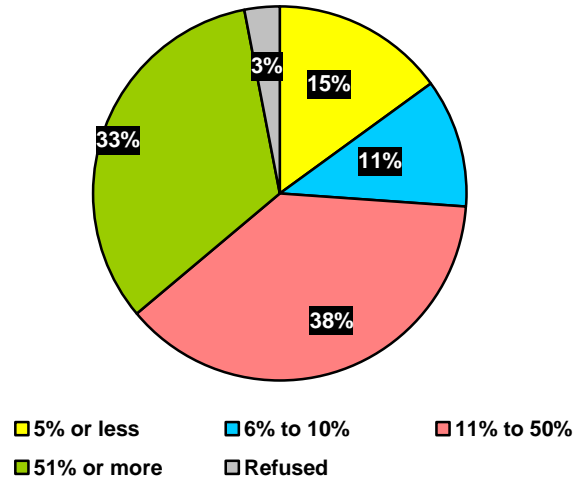
<sup>1</sup>Multiple responses were possible.

 Differs significantly from other segments

**Q40. WHAT PERCENTAGE OF YOUR EMPLOYEES TELECOMMUTE?**

At one-third of Eden Prairie’s businesses that allow telecommuting (168 companies) a majority of employees (51% or more) commute. On average 49% of employees at Eden Prairie businesses telecommute.

**Figure 11: Percentage of Workforce that Telecommutes**



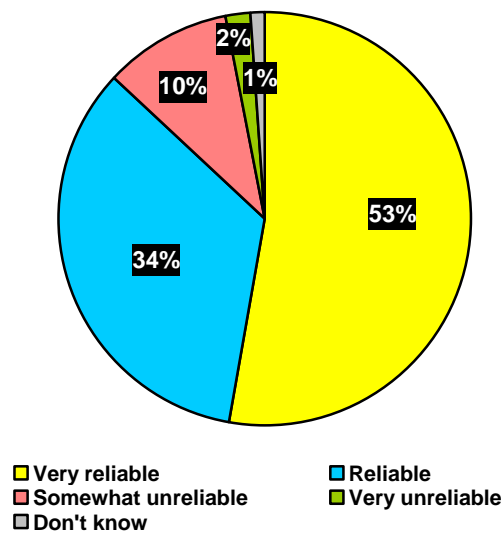
n = 168

**Utilities – Assessment of Power Supply Reliability in Eden Prairie**

**Q42A. NOW THINKING ABOUT THE POWER SUPPLY TO YOUR COMPANY, HOW RELIABLE WOULD YOU SAY THE SUPPLY IS?**

The vast majority of respondents feel Eden Prairie’s power supply is reliable. More than half (53%) view it as being ‘Very reliable.’

**Figure 12: Power Supply Reliability in Eden Prairie**



n = 400

*Q41B. ABOUT HOW MANY POWER OUTAGES HAS YOUR BUSINESS EXPERIENCED IN THE PAST 12 MONTHS?*

On average, businesses in Eden Prairie have experienced two power outages over the past 12 month period. The number of reported outages at businesses ranged from zero to fifteen in the past year.

**Table 35: Telecommuting by Eden Prairie Business Segments**

Business Segment	n	Mean # of outages	Range of outages
Service	115	2.2	0 – 15
Sales/Marketing	64	2.1	0 – 10
Technology	33	1.9	0 – 8
General Professional	59	2.0	0 – 15
Construction	42	1.9	0 – 12
Real Estate/Property Management	22	2.4	0 – 10
Manufacturing	22	1.9	0 – 9
Health	13	2.1	0 – 12
Non-profits / religious	13	2.0	0 – 12
Miscellaneous other	4	1.2	0 – 3

n = 387

## APPENDIX A—COMPANY PROFILE

**Table 36: Demographics of Participating Companies**

Demographic	n	% of Total
<b>Tenure in Eden Prairie</b>		
Less than 1 year	8	2%
Between 1 and 2 years	15	4%
Between 3 and 5 years	74	18%
Between 6 and 10 years	91	23%
Between 11 and 20 years	130	32%
21 years or more	78	20%
DK/Refused	4	1%
<b>Full and part-time employees</b>		
0 to 5	218	54%
6 to 10	63	16%
11 to 25	58	14%
26 to 50	32	8%
51 or more	22	6%
DK/Refused	7	2%
Mean	16	
<b>Employees with access to Internet at work</b>		
25% or less	68	17%
26% to 50%	20	5%
51% to 99%	14	4%
100%	292	73%
DK/Refused	6	2%
<b>Employees who telecommute for work (n = 168)</b>		
5% or less	25	15%
6% to 10%	18	11%
11% to 50%	64	38%
51% or more	56	33%
DK/Refused	5	3%

## APPENDIX A—COMPANY PROFILE - CONTINUED

**Table 37: continued: Demographics of Participating Companies**

Demographic	n	% of Total
<b>Business Sector</b>		
Service	118	30%
Sales/Marketing	66	16%
General Professional	61	15%
Construction/Craft/Repair	42	10%
Technology	33	8%
Manufacturing	23	6%
Real Estate/Property Management	22	6%
Non-profit / religious	14	4%
Health	13	3%
Miscellaneous	4	1%
Refused / can't classify	5	1%
<b>Gender of participant</b>		
Female	110	28%
Male	290	72%
<b>Job Title of Respondent</b>		
Owner/Principal	154	38%
President / CEO Vice President	146	36%
Manager / General Manager	70	18%
Administrator / Director	13	3%
CFO / Controller / Accountant	5	1%
Other miscellaneous – sales etc.	12	3%

## APPENDIX B—LIST OF PARTICIPATING COMPANIES

Q24A. JUST TO CONFIRM THE INFORMATION ON MY DATABASE, WHAT IS THE COMPLETE NAME OF YOUR COMPANY?

Note: 19% of the 2008 participating companies also participated in 2005. Companies that participated the consecutive survey years are highlighted in yellow in the table below.

**Table 38: Participating Companies**

1 MICRO LLC	15153 TECHNOLOGY DRIVE
<b>ACCESS GENETICS LLC</b>	7550 MARKET PLACE DRIVE
ACCESS INSURANCE	15756 VENTURE LANE
<b>ACCURATE DIE SPECIALISTS INC</b>	7667 EQUITABLE DRIVE SUITE 103
ACROPOLIS INC	16349 KELSEY LANE
<b>ACS AFFILIATED COMPUTER SERVICES</b>	10050 CROSSTOWN CIRCLE SUITE 200
ADVANCE BUSINESS ADV	10380 MEADE LANE
ADVANCED SYSTEMS CONSULTING INC	12293 PEPPERIDGE COURT
ALBIN CHAPEL	6855 ROWLAND ROAD
ALLAN MECHANICAL INC	7875 FULLER ROAD
ALLURE MEDICAL CORPORATION	8905 AZTEC DRIVE
ALPHA CARGO TECHNOLOGY	10421 SHELTER GROVE
AMERICAN COMMUNITY NEWSPAPERS	10917 VALEY VIEW ROAD
AMERICAN INVESTORS BANK & MRTG	6385 OLD SHADY OAK ROAD
<b>AMERISOURCEBERGEN CORPORATION</b>	6810 SHADY OAK ROAD
<b>AMOUR DE LA VIE</b>	8258 COMMONWEALTH DRIVE
<b>AMRON INDUSTRIES MINNEAPOLIS</b>	10856 HYLAND TERRACE
AMYS HALLMARK	8251 FLYING CLOUD DRIVE # 1028
ANS MUSIC	16676 THATCHER ROAD
<b>ANSWARE INC</b>	9722 PURGATORY ROAD
APEX FINANCIAL SERVICES INC	11800 SINGLETREE LANE # 314
<b>APPLIANCE OUTLET CENTER</b>	14650 MARTIN DRIVE
APPRAISAL SHOP INC	8981 AZTEC DRIVE
AQUA ENGINEERING INC	6561 CITY WEST PARKWAY
ARBYS	560 PRAIRIE CENTER DRIVE
<b>ASSOCIATED BUILDERS &amp; CONTRACTORS</b>	10193 CROSSTOWN CIRCLE
AUDIO DATA	7232 HUNTERS RUN
<b>AUTO SOURCE INC</b>	6826 WASHINGTON AVE S
AUTOMATION & CONTROL SYS SUPS	10117 PHAETON DRIVE
BALL PRO INC	12985 PIONEER TRAIL
BAY POINT LAKE APARTMENTS LLD	11185 ANDERSON LAKES PARKWAY # 214
<b>BEARING INDUSTRIAL &amp; SUPPLIES</b>	6836 WASHINGTON AVE S
<b>BELLADONNA FLORIST</b>	8252 COMMONWEALTH DRIVE
BENSON COMMUNICATIONS INC	15837 PORCHLIGHT LANE
BERGIN AUTO BODY INC	7690 CORPORATE WAY
BERG-JOHNSON ASSOCIATES INC	9707 VALLEY VIEW ROAD
BERRY COFFEE COMPANY	14825 MARTIN DRIVE
BEST WESTEN Eden Prairie INN	11500 W 78TH STREET
BH GOLD INC	11995 SUNNYBROOK ROAD
BINDERY WORKERS INC	7106 SHADY OAK ROAD
BINDRITE	9805 DORSET LANE
BOART LONG YEAR	7500 WASHINGTON AVE S
<b>BOCK &amp; ASSOCIATES INC</b>	7650 EXECUTIVE DRIVE

BODYCOTE THERMAL PROCESSING	10150 CROSSTOWN CIRCLE
BOSH-GARN INC	9138 BELVEDERE DRIVE
BRAZILIAN CONNECTION COMPANY	10814 HYLAND TER STE 12
BREMER BANK	11800 SINGLETREE LN # 100
BRICK BY FRAN	14224 CHARING CROSS
BRIDGEWOOD LABORATORIES INC	13675 JAMES PLACE
BROICH ENTERPRISES INC	6440 CITY WEST PARKWAY
BRUNSWICK EDEN PRAIRIE LINES 282	12200 SINGLETREE LANE
BUSINESS SYSTEMS TECHNOLOGIES	10125 CROSSTOWN CIR # 108
C R MEDIA	8494 SARATOGA LANE
C&J TRAVEL	16200 HILLTOP ROAD
CAM INDUSTRIES INC	7400 WASHINGTON AVE S
CAMECO INC	11095 VIKING DRIVE STE 210
<b>CAPISTAR FRANCHISE HOLDINGS</b>	7500 FLYING CLOUD DRIVE # 600
CAPPS COMPANIES INC	12100 SINGLETREE LANE # 185
CAPTOVATION INC	6608 FLYING CLOUD DRIVE
<b>CARTER'S CAFE</b>	7264 WASHINGTON AVE S
CAR-X MUFFLER & BRAKE	8108 EDEN ROAD
CATCH A TAN	9607 ANDERSON LAKES PKWY
CCR INC	7887 FULLER ROAD STE 106
CD PRO-POWER CORDS INC	6842 WASHINGTON AVE S
CEDAR CREST CONSTRUCTION	6695 W 175TH AVE
CEDAR RIDGE DESIGN	15683 CEDAR RIDGE ROAD
CENTICARE CORPORATION	6420 EDENVILLE BLVD
CENTRAIRE HEATING AND AC INC	7402 WASHINGTON AVE S
CHARLOTTE RUSSE	1138 EDEN PRAIRIE CENTER
CHASKA INVESTMENT LTD PARTNR	9531 W 78TH ST STE 350
CHORES & MORE INC	9772 DORSET LANE
CHRIST LUTHERAN CHURCH	16900 MAIN STREET
CHURCHILL ENGINEERING	16420 GRENWICH TERRACE
CITIES ADVANCED MACHINERY	6440 FLYING CLOUD DR # 130
CJ FOODS	10298 CONCORD DRIVE
COLDSTONE CREAMERY	582 PRAIRIE CENTER DRIVE
COLDWELL BANKER BURNETT	7820 TERREY PINE COURT
COLDWELL BANKER BURNETT	7820 TERREY PINE COURT
COLUMBINE TOWNHOMES	8621 COLUMBINE ROAD
COMPRESSED AIR CONCEPTS LLC	9815 W 74TH STREET
CONTROLLED CHAOS	16030 SUMMIT DRIVE
COPY IMAGES INC	10200 VALLEY VIEW ROAD
CORBAN SYSTEMS INC	10925 VALLEY VIEW ROAD # 204
CORNETTE CONNECTIONS INC	6471 MERE DRIVE
<b>CORPORATE AUTO RENTALS INC</b>	7384 WASHINGTON AVE S
CRC MARKETING SOLUTIONS	6321 BURY DRIVE STE 10
CULVERS OF EDEN PRAIRIE	13550 TECHNOLOGY DRIVE
CURRENTTECH	P.O. BOX 46405
CUSTOM FIT COMPUTER	11789 RIVERVIEW ROAD
CUSTOM HOME INTEGRATION INC	11485 VALLEY VIEW ROAD
D R BUGBEE INC	16500 THATCHER ROAD
DALE STUDIOS INC	8973 AZTEC DRIVE
DALTON SCIENTIFIC INC	7090 QUAIL CIRCLE
DAREL ENGELMEIER AGENCY FARMER'S	6409 CITY WEST PARKWAY

<b>DATA COMMUNICATION SOLUTIONS INC</b>	10125 CROSSTOWN CIR # 235
DATA COMM MANAGEMENT SYSTEM	9850 FRANLO RD
<b>DAVANNIS PIZZA &amp; HOT HOAGIES</b>	8061 FLYING CLOUD DR
<b>DAVID B MORRIS PA</b>	6940 TICONDEROGA TRL
DAVID MCKENN CONSTRUCTION	6910 ALPINE TRL
DAYLIGHT DESIGNS INC	16301 VALLEY ROAD
DECISIONWORKS CONSULTING INC	14898 BOULDER POINTE RD
<b>DEMPSEY DIRECT INC</b>	16526 W 78TH ST 355
<b>DESIGN 1 OF EDINA LTD</b>	9973 VALLEY VIEW ROAD STE 2
DETELLOS PIZZA & PASTA	6207 DELL ROAD
DILLON DESIGNS INC	17253 ROUND LAKE ROAD
<b>DOBY PROFESSIONAL REPORTING</b>	11475 WELTERS WAY
DREAMWORLD STUDIOS	9995 W 69TH STREET
DUFRENES AUDIO VISUAL CONCEPTS	19070 PHEASANT CIRCLE
DUROCHE CORPORATION	7512 WASHINGTON AVE S
DYNAMIC IT SOLUTIONS LLC	14850 MARTIN DRIVE
EDEN GLEN APARTMENTS	13670 VALLEY VIEW ROAD # 314
<b>EDEN PLACE APARTMENTS</b>	13000 GARDEN LANE
EDEN PRAIRIE APPLIANCE LLC	12446 PLAZA DRIVE
EDEN PRAIRIE ASSEMBLY OF GOD	16591 DUCK LAKE TRAIL
EDEN PRAIRIE HEATING & AC	16051 BERGER DRIVE
EDEN PRAIRIE RENTALS	12450 PLAZA DRIVE
EDEN PRAIRIE SHOE REPAIR	944 PRAIRIE CENTER DRIVE
EDEN PRAIRIE MONTESSORI LRNG CTR	7455 MARKET PLACE DRIVE
<b>EDENDALE RETIREMENT RESIDENCE</b>	16700 MAIN STREET
<b>EDINA REALTY</b>	11800 SINGLETREE LANE # 401
<b>EDWARD FARR ARCHITECTS</b>	7710 GOLDEN TRIANGLE DRIVE
ELEC-TROL INC	10250 VALLEY VIEW ROAD # 135
ELLEX INC	7138 SHADY OAK ROAD
EMMANUEL LUTHERAN CHURCH	16515 LUTHER WAY
ENGINEERING EVALUATIONS INC	7167 SHADY OAK ROAD
ENTAGON INC	9805 VALLEY VIEW ROAD
ESPECIALLY FOR CHILDREN INC	6223 DELL ROAD
ESSENTIAL CONCEPTS	10140 MEADE LANE
EVS INC	10250 VALLEY VIEW ROAD # 123
EYE CARE CENTERS OF AMERICA	8251 FLYING CLOUD DRIVE # 2144
FAMILY EYE CARE & CONTACT LENS	16550 W 78TH STREET STE A
FAMOUS PRODUCTS INC	6216 BURY DRIVE
FIFTH SEASON CONSTRUCTION INC	10391 GREYFIELD COURT
FINISHING RESOURCES INC	14116 WESTRIDGE DRIVE
<b>FIREPLACE CONSTRUCTION CO INC</b>	15117 SCENIC HEIGHTS ROAD
<b>FLEET MAINTENANCE</b>	7140 WASHINGTON AVE S
FLOWER BOX	15597 CANYON RIDGE
FMJ ADVISORS	775 PRAIRIE CENTER DRIVE
<b>FORTIS MORTGAGE LLC</b>	300 PARIIRIE CENTER DRIVE # 250
FORWARD RESEARCH INC	9531 WEST 78 <sup>TH</sup> STREET
FOURTEEN KARAT PLUS INC	P.O. BOX 44728
FRED POLLMAN CONSULTING	18975 ELLIE LANE
FRIENDSHIP VENTURES, EDENWOOD	6350 INDIAN CHIEF ROAD
FURNITURE MEDIC BY NORMAN	9485 CLUBHOUSE ROAD
<b>FUTURE CONCEPTS STUDIO &amp; SPA</b>	6403 CITY WEST PARKWAY A4

GAMESTOP	8256 COMMONWEALTH DR
GAMESTOP INCORPORATED	8251 FLYING CLOUD DRIVE
GARVEY COMMUNICATIONS	18554 TRISTRAM WAY
GCN CONSULTING LLC	8745 PRESCOTT DRIVE
GEOFFREY FERSTER ASSOCIATES	8056 TIMBER LAKE DRIVE
<b>GHOST WRITING CONSULTING</b>	15850 VILLAGE WOODS DRIVE
GLEN EDENVALE PUBLISHING	15157 PATRICIA COURT
<b>GLEN PRAIRIE PRESS</b>	6520 EDENVALE BLVD # 100
<b>GLOTEK CORPORATION</b>	P.O. BOX 44179
GMS HOLDINGS	9629 HAMPSHIRE LANE
GOLLE ENTERPRISES INC	12915 PIONEER TRAIL
<b>GRAFF GROUP</b>	10178 PHAETON DRIVE
HANDYMAN CENTRAL	19167 TWILIGHT TRAIL
HARRIS COMMUNICATIONS INC	15155 TECHNOLOGY DRIVE
HAUGE CONSTRUCTION CO INC	8696 STANLEY TRAIL
HD SUPPLY WATERWORKS LTD	15800 W 79TH STREET
HEINRICH & ASSOCS LLC	7131 PARK VIEW LANE
HELLMUTH & JOHNSON PLLC	10400 VIKING DRIVESTE 500
HIRSHFIELDS DECORATING CENTER	12494 PLAZA DRIVE
<b>HOFF BARRY AND KOZAR PA</b>	775 PRAIRIE CENTER DRIVE, SUITE 160
HOLIDAY STATIONSTORES 343	6213 DELL ROAD
<b>HOLLYWOOD VIDEO</b>	8020 DEN ROAD
HOME DEPOT	13100 VALLEY VIEW ROAD
<b>HOMESTEAD STUDIO SUITES</b>	11905 TECHNOLOGY DRIVE
HORIZON GRAPHICS/PRINTING	7218 WASHINGTON AVE S
HOTDISH MEDIA LLC	7101 CENTER DRIVE
HOUND DOG PET HOTEL	13013 VALLEY VIEW ROAD
HTG ARCHITECTS	9300 HENNEPIN TOWN ROAD
HUG A BUNCH DAYCARE	7274 TARTAN CURVE
HUMAN RX	11763 MOUNT CURVE ROAD
HUMANETICS CORPORATION	10400 VIKING DRIVE STE 100
<b>HUMMINGBIRD AVIATION LLC</b>	13601 PIONEER TRAIL
I C E	12100 SINGLETREE LANE # 100
IFC RESEARCH LTD	9096 BELVEDERE DRIVE
IMAGE EXPRESS INC	10905 VALLEY VIEW ROAD
INFOBIONICS INCORPORATED	7700 EQUITABLE DRIVE
INGENIX INC	12125 TECHNOLOGY DRIVE
<b>INGREDIENT MARKETING MINNESOTA</b>	250 PARIRIE CTR DR # 207
<b>INSIDEOUT STUDIOS INC</b>	7156 SHADY OAK ROAD
<b>INSPECTION SERVICES OF AMERICA</b>	8220 COMMONWEALTH DRIVE
INSPIRATIONAL RESOURCES	7255 GERARD DRIVE
INSTY-PRINTS OF EDEN PRAIRIE	9715 VALLEY VIEW ROAD
INTERLAKE MATERIAL HANDLING &	18649 JACQUES COURT
ITEC SERVICES CORP	7765 CARNELIAN LANE
ITT TECHNICAL INSTITUTE	8911 COLUMBINE ROAD
J.E.M. PRODUCTIONS	10527 SPYGLASS DRIVE
JACQUELINE MILLER ATTORNEY	250 PARIRIE CTR DRIVE # 250
JAMES HANSEN & ASSOC LLC	6775 W 192ND AVE
JASON WILLIAMS AGENCY	6409 CITY WEST PARKWAY # 207
JDS & ASSOC INC	14872 HICKORY COURT
JEAN CAMPBELL INC	6904 ROSEMARY ROAD

JODY SCHROEPFER  
JOESPH W DONELON LTD  
JUDITH A. GOOGENOUGH  
JVM REALTY ADVISORS INC  
K FERRARA DESIGNS, LLC  
KABUKI RESTAURANT  
KEY SURGICAL INC  
KINDERCARE  
KINDERCARE LEARNING CENTER  
KLESK CONSULTING INC  
K-NIFE  
**KOWALSKI COMPANIES INC**  
**KUHL MYE SYSTEMS**  
**KURIOUS & SCHMIDT PROMOTIONS**  
L&N TRANSPORTATION CONSULTANT  
**LARRIAT COMPANIES, INC**  
LAW OFFICES OF JOHN SPERRY  
LEEANN CHIN INC  
LEITHE ALBY  
LIBERTY BAPTIST CHURCH  
LINCOLN PARC APARTMENTS LLC  
LIONS GATE MARKETING  
**LUBRA SHEET CORPORATION**  
M J HARDER LTD  
MAINSTREAM SOLUTIONS  
MARDEN ENTERPRISES, INC  
MARJEAN CONSULTANTS  
MARTIN S AZARIAN PA  
MARTINIZING  
**MARY HUSTAD ARCHITECTURE LLC**  
MARY SUE AND COMPANY  
MASTER CRAFT LABELS INC  
MATTS AUTO SERVICE INC  
**MCCANN ADVERTISING PHOTOGRAPHY**  
MCCORMICK SALES & SERVICE INC  
MCDONALDS  
MCDUGALL HEALTH INSTITUTE  
MCFARLAND CONSTRUCTION CO  
MCKAY FLOOR COVERING  
MEL FOSTER COMPANY INC  
MELINDA BECKEY DESIGN  
MEUSER & ASSOCIATES  
MICHAEL OLERAY AGENCY  
MINNESOTA ASSOC DANCE TEAMS  
**MINNESOTA WORKSHOP SERVICES**  
MINNTECH ENGINEERING  
**MINT CONDITION DETAILING INC**  
MISSION LENDING INC  
MODERN AUTOCARE INC  
MODERN AVIONICS  
MTC INC

6895 ROSEMARY ROAD  
250 PRAIRIE CENTER DRIVE  
11315 WESTWIND DRIVE APT. D  
17633 WIEDMAN WAY  
16065 SHELDON AVE  
6534 FLYING CLOUD DRIVE  
11000 W 78TH ST STE 100  
13033 VALLEY VIEW ROAD  
12760 ANDERSON LAKES PARKWAY  
9706 BELMONT LANE  
6365 CARLSON DRIVE STE A  
16500 W 78TH STREET  
16308 ADRET COURT  
14433 FAIRWAY DRIVE  
10337 NORMANDY CRST  
8443 JOINER WAY  
12700 ANDRSN LKS PARKWAY # 102  
8015 GLEN LANE  
10145 WILD DUCK PASS  
6500 BAKER ROAD  
12100 SINGLETREE LANE # 100  
9375 COLD STREAM LANE  
9811 HAMILTON ROAD  
14701 PIONEER TRAIL STE 205  
9923 VALLEY VIEW ROAD  
9923 VALLEY VIEW ROAD  
6450 UNDESTAD STREET  
12100 SINGLETREE LANE  
7910 EDEN ROAD  
6253 GINGER DRIVE  
18321 TRISTRAM WAY  
7478 WASHINGTON AVE S  
6282 INDUSTRIAL DRIVE  
15416 VILLAGE WOODS DRIVE  
6631 TARTAN CURVE  
598 PRAIRIE CENTER DRIVE  
17575 HACKBERRY COURT  
9821 VALLEY VIEW ROAD  
6950 ALPINE TRAIL  
7566 MARKET PLACE DRIVE  
19039 KRISTIE LANE  
10925 VALLEY VIEW ROAD  
6697 PROMENTORY DRIVE  
7234 TICONDEROGA TRAIL  
7588 WASHINGTON AVE S  
18564 KRISTIE LANE  
6520 EDENVALE BLVD 106B  
6545 FLYING CLOUD DRIVE # 101  
9051 FLYING CLOUD DRIVE  
10000 FLYING CLOUD DRIVE  
7605 EQUITABLE DRIVE

MTI OFFICE SYSTEMS INC	14800 MARTIN DRIVE
MUSIC STUDIOS OF JAN ERICKSON	16550 W 78TH STREET
N P I	7143 SHADY OAK ROAD
NAPA AUTO PARTS	14829 MARTIN DRIVE
<b>NEW HORIZON ACADEMY</b>	6350 POINT CHASE ROAD
NORTEK INDUSTRIAL	P.O. BOX 44401
NORTHERN LAKES DATA CORPORATION	18280 OVERLAND TRAIL
NVE CORPORATION	11409 VALLEY VIEW ROAD
NW CONSTRUCTION INC	8751 RED OAD DRIVE
OBEOLLAIN INC	13579 BERKSHIRE LANE
OFFICE DEPOT	11609 LEONA ROAD
OLDE TIME MORTGAGE INC	8973 AZTEC DRIVE
<b>OLSENS EMBROIDERY</b>	15608 N EDEN DRIVE
ORAL AND MAXILLO FACIAL SURGERY	WEST 78 <sup>th</sup> STREET
OREILLY ASSOCIATES	11145 LANEWOOD CIRCLE
<b>OTIS SPUNKMEYER</b>	7093 SHADY OAK ROAD
<b>PARAMOUNT EMBROIDERY DESIGNERS</b>	6941 TICONDEROGA TRAIL
PARK AVENUE OF WAYZATA	15210 WAYZATA BLVD
<b>PARTNERS IN PREACHING INC</b>	7136 ARBOR GLEN DRIVE
PAUL E CHOINIERE CLU CHFC	15819 N EDEN DRIVE
PEER ENGINEERING INC	7615 GOLDEN TRIANGLE DRIVE N
<b>PEG BOARD SYSTEMS CO</b>	6281 INDUSTRIAL DRIVE
<b>PERFECTION DENTAL ARTS</b>	15794 VENTURE LANE
PERSONALIZED WOOD PRODUCTS	13830 FOREST HILL ROAD
PETERSON SEVERIN	15900 FLYING CLOUD DRIVE
<b>PETSMART</b>	11200 PRAIRIE LAKES DRIVE
PHANTOM CONSTRUCTION SERVICE	960 PRAIRIE CENTER DRIVE
PICTURE THIS	7320 SCOTT TERRACE
PILOTS IN CHRIST	16915 CANDLEWOOD PARKWAY
PINNACLE MARKETING CORPORATION	6541 MANCHESTER LANE
PIZZA HUT	16380 WAGNER WAY
POWER PRODUCTS MARKETING LLC	7525 MITCHELL ROAD STE 203
PRAIRIE CHIROPRACTIC CLINIC	7565 OFFICE RIDGE CIRCLE SUITE 2
PRAIRIE DENTAL GROUP	6608 FLYING CLOUD DRIVE
PRAIRIE HILL EVANG FREE CHURCH	17200 VALLEY VIEW ROAD
PRAIRIE LAWN & GARDEN	15916 W 78TH STREET
PRAIRIE VIEW ELEMENTARY SCHOOL	17255 PETERBORG ROAD
PRECISION TUNE AUTO CARE	8451 JOINER WAY
<b>PRESERVE ASSOCIATION INC</b>	11221 ANDERSON LAKES PARKWAY
PRESERVE BARBERS	9617 ANDERSON LAKES PARKWAY
PRESERVE PLACE APARTMENTS	11100 ANDERSON LAKES PARKWAY
PRODUCTION SYNDICATE INC	17000 NEW MARKET DRIVE
PROFESSIONAL RISK MANAGEMENT	7557 MARKET PLACE DRIVE
PROPERTY RESOURCES CORP	6851 FLYING CLOUD DRIVE A
<b>QUADNET SYSTEM SOLUTIONS</b>	6409 CITY WEST PARKWAY # 103
QUAL IT SOLUTIONS INC	8712 BRAXTON DRIVE
QUALITY PROCESSES TRNSP LLC	10112 BLUFF ROAD
QUANTUM CONSULTING & PLACEMENT	6640 SHADY OAK ROAD, SUITE 200
QUICKSTAR.COM	10481 MISTY MORNING LANE
<b>R D L FINANCIAL</b>	8752 KNOLLWOOD DRIVE
R&R CAR WASHES LLC	8916 AZTEC DRIVE

RAINBOW FOODS 48  
RANDY TODD REMODLEING  
RASMUSSEN RAGS, INC  
RATING INCORPORATED  
RATIONAL BIOENERGY LLC  
REALIFE VALLEY VIEW COOP  
RECEIVABLES MANAGEMENT GROUP  
RECREATION SPORTS OFFICIALS AS  
**RED KING FOODS**  
REDIFER ENGINEERING  
REGAL CONNECTION  
RESIDENCE INN EDEN PRAIRIE  
RETZER DRYWALL INC  
RICHARD N JOHNSON  
RICKY PETERSON PRODUCTIONS  
RIDGERUN LLC  
**RITZ CAMERA SERVICES, INC**  
ROBERT HOPF CONSTRUCTION INC  
RUBY TUESDAY  
**RUSSELL TAX SERVICE LTD**  
RUTHIE'S DAYCARE  
S & S VENDING  
S ROBERTS COMANY  
SALES & MARKETING IDEAS  
SCHULTE ASSOCIATES LLC  
**SCOREBOARD SPORTSWEAR INC**  
SCOTT D KADRLIK  
**SEAL TREAT INC**  
SEARS  
SEATTLE SUTTON'S HEALTHY EATING  
SEIFERT LEIRDAHL ASSOCIATES  
SHARONS LEARN AND PLAY NURSERY  
SOCS EDEN PRAIRIE CHATHAM WAY  
SOFTCONSULTING INC  
SOL INNO CORP  
SONY ELECTRONICS  
SOUTHWEST CHIROPRACTIC  
SOUTHWEST LAWN SERVICES  
SPLICE HERE  
**SPRINT**  
ST ANDREW LUTHERAN CHURCH  
STARBUCKS  
**STATE FARM INSURANCE**  
**STATE FARM INSURANCE**  
**STEREOLAND**  
STEVE LUCAS PHOTOGRAPHY  
STOCKBERGER GROUP  
STONEBRIDGE WIRELESS BROADBAND  
SUE'S HOMESTYLE DAYCARE  
SUMMERHILL COOPERATIVE  
SUPER AMERICA

970 PRAIRIE CENTER DRIVE  
17301 W 67TH STREET CIRCLE  
9720 FRIAR DRIVE  
6440 FLYING CLOUD DRIVE  
17859 GEORGE MORAN DRIVE  
10785 VALLEY VIEW ROAD OFC  
P.O. BOX 44414  
9983 BALMORAL LANE  
8340 CRYSTAL VIEW ROAD  
9883 BALMORAL LANE  
14770 MARTIN DRIVE  
7780 FLYING CLOUD DRIVE  
7960 S BAY CURVE  
11800 SINGLETREE LANE # 105  
6712 SUNBURST DRIVE  
6553 CITY WEST PARKWAY  
574 PRAIRIE CENTER DRIVE, SUITE 100  
8784 KNOLLWOOD DRIVE  
12900 TECHNOLOGY DRIVE  
16280 TERRACEWOOD DRIVE  
16395 SHELDON AVE  
10319 CONCORD DRIVE  
17575 BEARPATH TRAIL  
14298 GOLF VIEW DRIVE  
9072 PALMETTO DRIVE  
7216 WASHINGTON AVE S  
6400 FLYING CLOUD DRIVE  
9823 VALLEY VIEW ROAD  
8301 FLYING CLOUD DRIVE  
7729 FLYING CLOUD DRIVE  
7525 MITCHELL ROAD STE 105  
7706 CARNELIAN LANE  
6204 CHATHAM WAY  
16974 CEDARCREST DRIVE  
10543 GRANT DRIVE  
11095 VIKING DRIVE STE 208  
800 PRAIRIE CENTER DRIVE  
18890 DEERFIELD TRAIL  
7339 ONTARIO BLVDIVE  
582 PRAIRIE CENTER DRIVE  
13600 TECHNOLOGY DRIVE  
9639 ANDERSON LAKES PARKWAY  
6407 CITY WEST PARKWAY C5  
7901 FLYING CLOUD DRIVE # 220  
8743 COLUMBINE ROAD  
6585 EDENVALE BLVD # 160  
6420 FLYING CLOUD DR # 200  
9719 VALLEY VIEW ROAD  
8517 MITCHELL ROAD  
8220 COMMONWEALTH DRIVE # 105  
6355 POINT CHASE

SUPERIOR ELECTRIC	13900 SAINT ANDREW DRIVE
SURFACE RENEW	9637 ANDERSON LAKES PKWY # 109
SURVEY RESOURCE PARTNERS	18974 BARRINGTON DRIVE
SUSAN M PHOTOGRAPHY LLC	11825 DRIFTWOOD ROAD
TCF BANK	606 PRAIRIE CENTER DRIVE
TELEPOOL NETWORK	6889 ROWLAND RD STE 250
TEMPORARY LIVING CENTER INC	7170 BRYANT LAKE DRIVE
TERRY ELFERING CONSTRUCTION	15489 CANYON RIDGE
TERRYS AUTOMOTIVE	6480 CARLSON DRIVE
THARALDSON PROPERTY MGT INC	11325 VIKING DRIVE
<b>THE BATTERY STORE</b>	8429 JOINER WAY
<b>THE FERSENEL PRISM &amp; LENS COMPANY</b>	6824 WASHINGTON AVE S
THE JAVALIN GROUP	10125 CROSSTOWN CIRCLE, SUITE 107
THERESAS TOTS DAYCARE	7346 HAMES WAY
THORNTON FOODS COMPANY INC	8590 MAGNOLIA TRAIL APT 121
THREEWIRE INC	10250 VALLEY VIEW ROAD, SUITE 145
THUNDERBIRD AVIATION INC	14091 PIONEER TRAIL
TIERRA SANTA SUPPORT INC	8811 FLESHER CIRCLE
TRANSCLEAN CORPORATION	9707 VALLEY VIEW ROAD
TREAN CORPORATION	775 PARIRIE CENTER DRIVE, # 200
TRINITY TRAVEL INC	7165 SHADY OAK ROAD
TTI INC	10925 VALLEY VIEW ROAD # 100
ULTRA TAN	6211 DELL ROAD
UNIVERSAL SYSTEMS	7575 CORPORATE WAY
UPSTART SOLUTIONS INC	8685 GRIER LANE
USA SECURITY	6830 WASHINGTON AVE S
VELOCITY GROUP	6400 FLYING CLOUD DRIVE
VICTORY LUTHERAN CHURCH L C M S	16200 BERGER DRIVE
VISIBLE DESIRES INC	8560 MAGNOLIA TRAIL APT 134
VISTA 3 DESIGN INC	8275 MITCHELL ROAD
VOLUNTERS AMER CARE FACILITIES	7530 MARKET PLACE DRIVE
W PEYTON COMPANY GREAT CLIPS	16536 W 78TH STREET
WALLY MEISSNER PIANO SERVICE	10785 VALLEY VIEW ROAD # 407
WAL-MART #1855	12195 SINGLETREE LANE
WARFIELD INDUSTRIES	8991 FERNDALE LANE
WATERPRAYER LLC	P.O. BOX 44340
WATKINS TECHNOLOGY CORPORATION	7014 WILLOW CREEK ROAD
WEBB REMODELING	7000 KINGSTON DRIVE
WEDSONGS PRODUCTIONS	18482 MAGENTA BAY
WENC SERVICES INC	10529 W RIVERVIEW DRIVE
WESTERN SERVICES	6300 CARLSON DRIVE
WICKED COFFEE INC	7887 FULLER RD STE 115
WILKUS ARCHITECTS INC	11487 VALLEY VIEW ROAD
<b>WILLIAM WYLIE DESIGN</b>	250 PARIRIE CTR DR # 202
WISCOM DIGITAL CONTROL INC	9220 GATEWAY LANE
WITWRIGHT INSTITUTE LLC	P.O. BOX 44579
<b>WONDER WEAVERS</b>	18061 DUCK LAKE TRAIL
<b>WOODYS SHADY OAK GRILLE</b>	6399 CITY WEST PARKWAY
WORLD IMPORTS	14590 MARTIN DRIVE
WUTTKE CORP	16860 FLYING CLOUD DRIVE
ZEMOG CONSULTING INC	18241 DUCK LAKE TRAIL

## APPENDIX C—BUSINESSES PARTICIPATING IN 2005 AND 2008

As noted in Appendix B, 19% of the 2008 surveyed companies (75 of 400) had also participated in the previous 2005 survey. It should be noted that the actual survey respondents are not necessarily the same for both survey years. Data for 2008 was compared for two groups – companies participating consecutive survey years (2005 and 2008) and companies participating only in the 2008 survey (non-consecutive sample). A number of statistically significant differences were identified and are summarized in the table below.<sup>3</sup>

**Table 39: Significant Differences between Consecutive and Non-consecutive Samples**

Question	% Consecutive	% Non-consecutive
<b>Q6be. How much focus should the Economic Development Division place on building roads and highways?</b>		
'Some focus' to 'Great focus'	27%	45%
Businesses participating in the survey both years are significantly more likely to feel less focus should be placed on building roads and highways.		
<b>Q33a. Think the City should be involved in providing municipal wireless service.</b>		
Yes	49%	62%
Businesses participating in survey both years are significantly less likely to think the City should provide wireless service.		
<b>Q33c. Think the City should provide City owned and installed fiber to premises.</b>		
Yes	45%	61%
Businesses participating in survey both years are significantly less likely to think the City should provide owned and installed fiber to premises.		
<b>Q38. Would your business be willing to pay a reasonable fee to support City efforts to provide more choices and better communications products and services?</b>		
Yes	29%	46%
Businesses participating in survey both years are significantly less likely to be willing to pay a fee to support City efforts.		

<sup>3</sup> Statistically significant difference at .05

## APPENDIX D—TELEPHONE SURVEY

**Table 40: Business Survey III**

CATI Version	
SAMPLE	[QUOTA—400 interviews]
Owner/President/Manager Weekday Local Calling	
ASK TO SPEAK TO THE OWNER/PRESIDENT/MANAGER. <b>INTRODUCTION</b> Hello, this is [YOUR NAME] from MarketLine Research and we are calling on behalf of the City of Eden Prairie. City officials and staff are interested in the opinions of business professionals conducting business in Eden Prairie. We are not selling anything; this is for research purposes only. All your responses will be combined with others in the study and will not be associated with your business name.	
Is this a good time to begin?	
Yes	1 → CONTINUE
No	2 → ARRANGE CALLBACK
<b>Part One: Status Quo</b>	
1.	How long has your business been located in Eden Prairie? DO NOT READ LIST.                      SELECT ONE
	Less than one year                      1
	Between one and two years              2
	Between three and five years            3
	Between six and 10 years                4
	Between 10 and 20 years                5
	21 years or more                         6
	Don't Know/Refused                     12
3b.	I am going to read you a list of reasons why businesses operate in Eden Prairie. After I read each reason, please tell me if that reason is (4) Very Important, (3) Somewhat Important, or (2) Somewhat Unimportant or (1) Not at All Important to you. [READ LIST]
	Property taxes
	Access to workforce
	Access to public transportation
	Supportive city services
	Highway access
	Low crime rate
	Good housing choices for you and your workers
	Proximity to customers and/or suppliers
	A great place to live and work
	Available building space and/or land
	Presence of similar-type businesses
	High speed Internet access
	Parks, walking paths and other outdoor amenities
	[KEEP IN LAST POSITION]
	Anything else? (Specify)
4a.	Overall how would you "grade" the business climate in the City of Eden Prairie? Here, an "A" would be "Excellent," a "B" would be "Above Average, a "C" would be "Average," a "D" would be "Below Average" and an "F" would be "Failing."
	A                      5
	B                      4
	C                      3
	D                      2
	F                      1
5a.	What do you think are the most serious issues facing your business in Eden Prairie?    [PROBE & CLARIFY]

6b. As you may know the City of Eden prairie has an Economic Development Division. I am going to read you a list of items which the Division could focus on. After I read each item, please tell me if the Economic Development Division should have a (4) Great focus, (3) Some focus, (2) Little focus or (1) No focus whatsoever on that item. The first item is...  
[READ LIST]

ROTATE LIST

- Retaining existing businesses
- Recruiting new businesses
- Small business loans/grants
- Investing in redevelopment
- Building roads and highways
- Building workforce or affordable housing
- Improving communication with businesses
- Assisting existing businesses with space needs

READ LAST: Anything else?

PLEASE SPECIFY:

**Part Two: Usage/Satisfaction with City Services**

7a. During the past year, how many times have you contacted the City of Eden Prairie on official basis? RECORD EXACT NUMBER.

7c. In general, how satisfied were you with the way in which that contact was handled by the city? Were you...  
[READ LIST]

Very Satisfied	5	<u>FOR ANY ANSWER GIVEN, ASK:</u> Why do you say that? PROBE & CLARIFY
Somewhat Satisfied	4	
Neither Satisfied nor Dissatisfied	3	
Somewhat Dissatisfied	2	
Very Dissatisfied	1	

7d. Why do you say | from 7c. |?  
[PROBE AND CLARIFY]

**Part Three: Future Plans & Miscellaneous Issues**

9. Within the next five years, does your business have plans to...?  
[READ LIST]

- Expand in Eden Prairie ]
- Relocate in Eden Prairie
- Relocate outside Eden Prairie

ASK IF 'YES' TO RELOCATE OUTSIDE EDEN PRAIRIE

8d. Why is your company relocating outside of Eden Prairie?  
[CLARIFY]

8c. What, if anything, could the City do to keep you in Eden Prairie?  
[PROBE AND CLARIFY]

11. When you consider the property taxes you pay and the quality of City services you receive, would you rate the general value of City services as...  
[READ LIST]

Excellent	5
Very good	4
Fair or average	3
Could do better	2
Poor	1
[DO NOT READ] Don't know	12

12.	When local government makes decisions or passes regulations that impact your business, how satisfied are you with the amount of access you have to the decision-making processes? [READ LIST]
	Very satisfied 5 Somewhat satisfied 4 Neither satisfied nor Dissatisfied 3 Somewhat dissatisfied, or 2 Very dissatisfied 1 [DO NOT READ] Don't know 12
16.	If you had one wish for the City of Eden Prairie regarding your business, what would that one wish be? [RECORD AND CLARIFY]
<b>Part Three: Future Plans &amp; Miscellaneous Issues</b>	
30.	My next questions have to do with the City of Eden Prairie's involvement with communications technology issues such as wired and wireless connectivity and other telecommunications services available to Eden Prairie businesses.  How would you rate the current state of the telecommunications infrastructure for products and services available to companies within the City of Eden Prairie? Would you say it is...? [READ LIST]
	Very adequate Adequate Inadequate, or Very inadequate [DO NOT READ] Don't know
[ASK IF Q30 IS 'VERY ADEQUATE' OR 'ADEQUATE']	
30b.	Why do you say the investment is adequate? [PROBE AND CLARIFY]
[ASK IF Q30 IS 'INADEQUATE' OR 'VERY INADEQUATE']	
30c.	Why do you say the investment is inadequate? [PROBE AND CLARIFY]
31a.	Please tell me how much you agree or disagree with the following statements.  I think the City of Eden Prairie should investigate cooperative initiatives with neighboring communities and appropriate private and public entities to provide new or improved communications technology. Would you say you... [READ LIST]
	Agree strongly Agree somewhat Disagree somewhat, or Disagree strongly [DO NOT READ] Don't know
[ASK IF Q31a 'DISAGREE SOMEWHAT' OR 'DISAGREE STRONGLY']	
31aa.	Why do you say you disagree? [PROBE AND CLARIFY]
31b.	I think that there is a competitive environment for affordable and reliable wired and wireless telecommunication services in the City of Eden Prairie. Would you say you... [READ LIST]
	Agree strongly Agree somewhat Disagree somewhat, or Disagree strongly [DO NOT READ] Don't know
[ASK IF 31b 'DISAGREE SOMEWHAT' OR 'DISAGREE STRONGLY']	
31bb.	Why do you say you disagree? [PROBE AND CLARIFY]

32.	Do you feel the role of the City should include promoting competition among providers of technology services such as telephone, fiber access, WiFi service, and broadband?  Yes No
32b.	Why do you say that? [PROBE AND CLARIFY]
34.	Does your business have high speed Internet access?  Yes No
34b.	Is the access...? [READ LIST, CHECK ALL THAT APPLY]  Broadband/cable DSL Wireless, or Other, specify
33.	Cities around the country are making major investments in communications technology to provide direct service or to create some level of competition to bring prices down or provide better service. To date, the City of Eden Prairie has not invested in municipal wireless service, conduit to hold fiber or installed fiber to a premises.  Do you think the City should be involved in providing... [READ LIST]  a. Municipal wireless service c. Infrastructure such as conduit to hold fiber d. City owned and installed fiber to a premises
[ASK IF 'YES' TO ANY Q33]	
33e.	Would your business be willing to help defray the cost?  Yes No Don't know
35.	Which of the following Internet and telecommunications suppliers provide services to your business? [RECORD ALL THAT APPLY]  AT & T Comcast Qwest TDS Metrocom Time Warner Telecom XO Other, specify None of the above
36.	How satisfied are you with the services you receive from [each provider mentioned in 35]? Would you say you are...? [READ LIST]  Very satisfied [SKIP TO 37] Somewhat satisfied [SKIP TO 37] Neither Satisfied nor Dissatisfied [SKIP TO 37] Somewhat dissatisfied [CONTINUE] Very dissatisfied [CONTINUE] [DO NOT READ] Don't know [SKIP TO 37]
36b.	Why do you say you are somewhat or very dissatisfied? [PROBE AND CLARIFY]
37.	Would your business be interested in working with the City to provide more choices and better competitive prices for communications products and services?  Yes No Don't know

38.	<p>Would your business be willing to pay a reasonable fee to support City efforts to provide more choices and better prices for communications products and services? This fee could be based on what you currently pay for wired or wireless connectivity and telecommunication services?</p> <p>Yes No Don't know</p>
39.	<p>Now some questions on telecommuting. Does your business allow any employees to telecommute?</p> <p>Yes No</p>
[ASK IF 'NO' Q40, THEN SKIP TO 21]	
39b.	<p>Are employees not allowed to telecommute for... [READ LIST, CHECK ALL THAT APPLY]</p> <p>Policy reasons Technology reasons, or Other reasons, specify</p>
40.	<p>What percentage of your employees telecommute? [RECORD EXACT NUMBER, NO RANGE]</p>
21.	<p>What percentage of your employees has access to the Internet at work? [RECORD EXACT NUMBER, NO RANGE]</p>
42a.	<p>Now thinking about the power supply to your company, how reliable would you say the supply is? Would you say it is...? [READ LIST]</p> <p>Very reliable Reliable Somewhat unreliable, or Very unreliable [DO NOT READ] Don't know</p>
41b.	<p>About how many power outages has your business experienced in the past 12 months? [RECORD EXACT NUMBER, NO RANGE]</p> <p>[DO NOT READ] Don't know</p>
42.	<p>My final technology question has to do with digital inclusion. You may or may not be aware that 15% of the students in Eden Prairie's school system don't have access to a computer at home.</p> <p>If there were a program for businesses to step up and help provide additional free public access to computers and the Internet in places such as city community centers and the Education Center, would your business be willing to support efforts through contributions of used equipment, staff resources or money?</p> <p>Yes No</p>
[ASK IF 'YES' TO 42]	
42b.	<p>Would it be ok if someone from the City followed-up with a call to discuss your possible support?</p> <p>Yes No</p>

<b>Part Five: Demographics</b>	
17.	My following questions are for demographic purposes. Let me remind you again that all the information you provide will be held in strictest confidence.  <i>How would you best describe the nature of your company's business?</i> [RECORD RESPONSE VERBATIM]
18.	How many full time and part-time employees does your company have based in Eden Prairie? [RECORD EXACT NUMBER]
19b.	Is this an at-home business? Yes No
20.	Over the past three years has your business... [READ LIST]  Increased Stayed the same, or Decreased
43.	<i>For 2008, do you see your business increasing, staying the same or decreasing?</i>  Increasing Staying the same Decreasing Refused/Don't know
23.	Would you like someone from the City of Eden to contact you about a particular question or concern you may have? Yes                    1                    [ADD NOTE TO ADDITIONAL COMMENTS] No                      2
23a.	What is the nature of the question or concern?
24a.	INTERVIEWER: ENTER THE FOLLOWING INFORMATION:  Just to confirm the information on my database, what is the complete name of your company?
[ASK IF 'YES' TO EITHER Q42b OR Q23, THEN SKIP TO 24c]	
24bb.	You either said it would be ok for the City to contact you or stated an interest in the City contacting you. So that someone can contact you, would you give me your full name?
24b.	And your name?
24c.	Your job title?
24d.	Your business address?
24e.	Your phone number?
24f.	Your e-mail address?
25.	The results of this survey will be tabulated with those of other respondents. Your individual comments can be attributed to you or remain anonymous. What is your preference?  Release comments with your name Comments to remain anonymous Don't know Refused / No response
30.	Thank you very much for your participation. Your responses will help the City of Eden Prairie provide better services to your business.
[DO NOT READ] Record gender Female Male	

## APPENDIX E—CALLING DISPOSITION TABLE

On average, 17 call attempts were required to complete an interview. Five percent of individuals at businesses contacted refused to begin the survey. Only 1% of the participants who began the survey terminated before it could be completed. Calling results are summarized in *Table 41* below.

**Table 41: Calling Disposition Table – Total Call Result**

Call Result	All Participants
Total number of dials	6,726
Wrong number	20
Fax / modem / cell phone	16
Disconnected / not working	188
Phone location not qualified	228
Refused to begin	120
Terminate	54
Non-qualified records	15
Call backs	1,112
Busy	85
Answering machine / voice mail	2,054
No answer	1,563
Total number of bad records	452
Completed interviews	400
Total number of qualified records	454
Total number of contacts	469
Net Incidence = completes / total contacts	85%
TOTAL RECORDS USED	2,216